

CANADIAN  
FARM IMPLEMENTS

1916















# CANADIAN FARM IMPLEMENTS

VOL. XII., No. 1.

WINNIPEG, CANADA, JANUARY, 1916.

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Per Copy, 10 cents.



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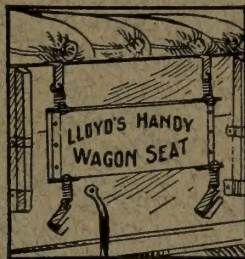
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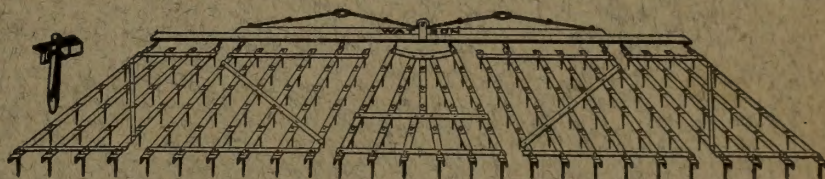
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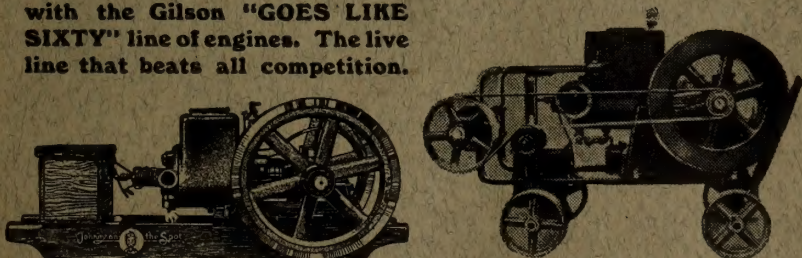
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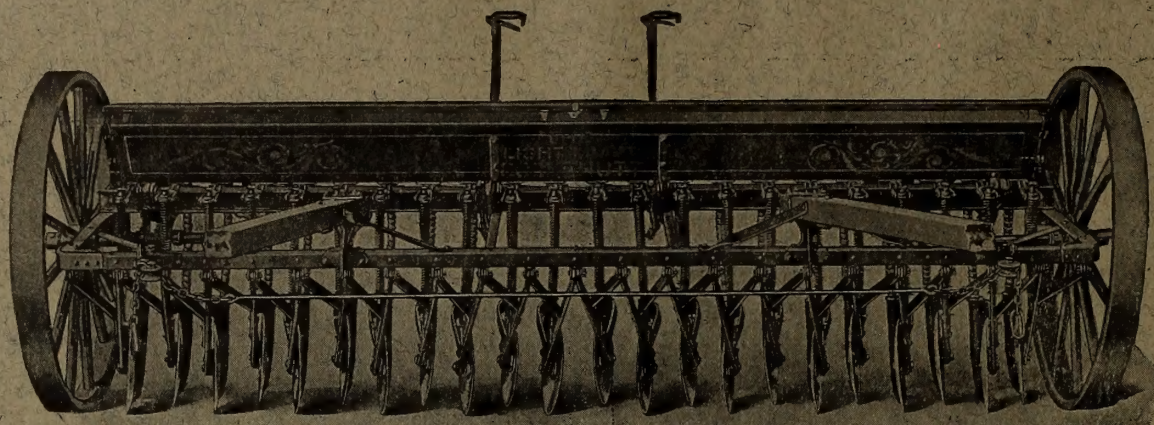
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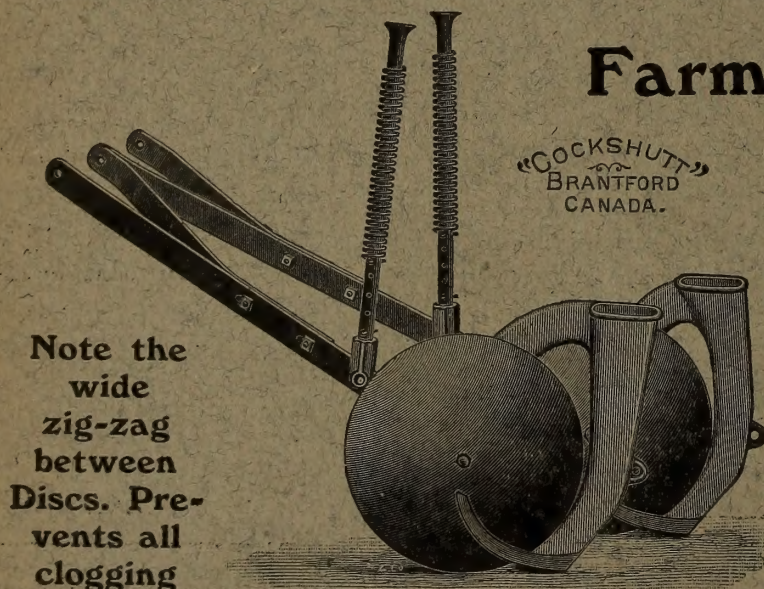
Made in  
14, 16,  
18, 20  
and 22  
sizes



Fitted with  
Single  
Discs,  
Double  
Discs, or  
Drag Shoes  
as desired

## A Drill that Lasts Long, Draws Light and Sows Accurately

Sell your customers a drill that will give absolute satisfaction, that will sow all kinds of grain evenly and without bunching or damaging a kernel. Cockshutt drills are the last word in seeding efficiency. The light, stiff frame reduces draft, yet carries the weight of the full hopper and the pressure of the discs or shoes on uneven ground, at the same time keeping the feed runs in perfect alignment. The Cockshutt drill has a rigid I-beam steel frame which, like a solid girder, extends the full width of drill. It is braced and supported, giving a strong, sagless support to the entire mechanism. Strong 4 ft. wheels on short axles mounted on frame; no possibility of hubs biting and binding. Few parts to break or get out of order. The best of materials are used in every feature of construction, and every part is thoroughly inspected before drill is assembled.



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The positive force-feed sows all classes of grain without breaking, bruising or wasting it. Adapted to all classes of seeding, Single Disc, Double Disc and Drag Shoe interchangeable on same frame. Note the shape of disc blade and boot. The blade cuts all weeds and makes a wide seed bed. Boot deposits grain evenly in the bottom of trench, spreading it out and allowing room for the spreading root fibres. That's why Cockshutt seeded crops always have a sturdy growth.

## You'll have no Slack Season if you Handle the Cockshutt Line

Our line of Farm Implements and Equipment is complete. Machines for every season—and good profits for the man who sells them. Be an All-Year dealer during 1916. Investigate our Plowing, Seeding, Cultivating, Haying, Harvesting and Chore Machinery. Build your vehicle business by selling our carriages and wagons. Now is the time to get lined up for 1916 trade.

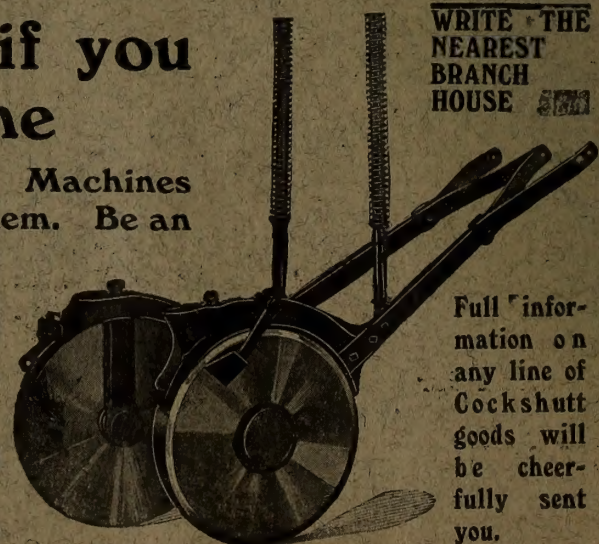
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Full information on any line of Cockshutt goods will be cheerfully sent you.



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## Unseen Features in the Sale of the Engine

Considered from a Mechanical Standpoint—By M. E. Channick

To the layman a gas engine is a gas engine, and nothing more! From a circular orifice a connecting rod shoots back and forth giving a rotary motion to a crankshaft, flywheels and a pulley. This, with the accompaniment of certain noises, is what the average man sees in a gas engine. But, to the man with a little more concise knowledge, the engine means several other things. In direct ratio to his knowledge it possesses qualities or defects, seen or unseen according to his mechanical ability and perspicuity.

The price of gas engines varies—and on that point the farmer is often possessed of definite convictions. With a glorious coat of red or green paint, lined and ornamented with stencilled patterns in gilt, he may be very favorably impressed. To that end some of the catalogues and booklets issued by direct selling engine concerns are triumphs of the printer's art—so far as color work is concerned. "Shown in actual colors" is quite a feature of this type of publicity, and it goes a long way to selling this type of engine. If the dealer is to make a success of selling internal combustion engines and tractors he must make up his mind that the more knowledge he acquires regarding the usually "unseen" qualities of an engine the more profitable will his engine business become.

Resplendent paint, a flashy appearance, fine striping in fancy colors, do not make an engine a good engine. I have stood in the mechanical department of an agricultural college and watched a group of farm lads getting a lesson in the operation of various types of gas engines. There were engines of many makes on the floor, some excellent types and some that were things of exceeding beauty and mighty little reliability or durability.

A young farmer stood gloating over a mail order engine that was making a quite unnecessary noise,

and he turned to the writer with the remark: "Say, that's the best looking engine in the college."

It was, in view of color, but from a mechanical standpoint it was one of the most crude contraptions that ever bore the name of engine.

I ventured to point out to this young man some of the most glaring defects in the engine; the rough and unfinished machine work, the lack of steadiness and balance in its operation, but was surprised when a teacher of engineering at the college came up and asserted, as did the youth, that this engine was the best engine demonstrated and cost so little compared with other engines of a similar power.

"What do you know about engine construction, anyhow," asked the teacher vigorously. "Some of you journalists seem to know it all."

Humbly the writer admitted that he knew very little, and that he was only a journalist by accident but an engineer by training and experience.

"Anyhow," I said, "have you had machine shop experience to tell when an engine is made of good materials and well erected or thrown together?"

To make a long story short, it seems that this engineering instructor was a text book product, a man who may have been a good mechanical draftsman and a fair calculator, but all the machine shop practice he had had was a week or two spent in the shop at some college.

In contradiction to this, I based my criticism of the engine on some twenty years' experience of machine shops and the production of engines and other high speed machinery. So, from a mechanical standpoint, I considered that I at least could judge whether or not the parts of an engine were machined and assembled properly.

This is only an incident, but it impressed me with the fact that

the farmer must often look at the paint instead of at the profitable features in the engine he purchases. To counteract this tendency it would seem that the dealer must thoroughly understand the mechanical qualities of the engine or engines which he handles—if he is to sell engines in his territory and keep from his customers the jigger-built, cheap and unreliable engine. The question of price must be considered.

### The Cost of the Engine

Anyone will admit that engines vary in cost, but the reason for this difference in price must be fully understood and pointed out to the customer. Accessories vary in value; this may have an effect on the price. Again, an engine with a specially good carburetor, or a built-in magneto, may cost more than an engine without those features.

But, in the ultimate, the price of the engine largely depends upon the way in which it is made. An engine with a multiplicity of parts may be sold at a less cost than an engine of very simple construction, yet the latter is far and away the better investment for the farmer. The price must be influenced by the materials used. A certain grade of cast iron specified for a base or bed plate may cost more than a rough casting of any metal the foundry chooses to use. The machining of the base may be done accurately, and all the surfaces fine finished, or they may, in the cheap engine, be milled or shaped leaving surfaces rough as a mountain trail and possibly inaccurate in alignment.

There is a wide variety of qualities of steel for the manufacturer to choose from. A crank shaft may be drop forged so that on the machined surface it looks equally well to that of a really high grade engine, yet the metal may be inferior; lacking in toughness and in general tensile strength. And the crank shaft may be turned to

gauges and merely finished by slight heat treatment and burnishing, while a really good engine has a shaft that is of the best steel, carefully turned to exact limits, that is to the three-thousandth part of an inch, then milled, finished and balanced, and finally carefully hardened by the most up-to-date methods, being ground on all crank pins and bearings to the exact size.

### The High Speed Engine

The really high class engine that runs at high speed is a triumph of the modern machine shop. Erroneous criticisms have been leveled at the high speed engine of light weight, and would-be engine experts have stated that that high speed meant a shorter life and less durability, while the machine racked itself rapidly to pieces by virtue of its fast running qualities. Such statements are far from true, when we think that the whole scheme of automobile engine design has been to get a high speed finely balanced engine yet one weighing as little as is consistent with strength and stability. This has been accomplished in the automobile field, and has been duplicated in the farm power arena by the makers of high speed, light-weight engines. The heavy engine, in effect, consumes too much of its own power in the effort of rotating its frictional and reciprocating parts. A heavy piston, coupled to a heavy connecting rod, and driving a needlessly heavy crank shaft and flywheels, obviously requires more power to overcome its own inertia. We could talk indefinitely about "friction, momentum and the inertia of moving parts," but the foregoing should be sufficiently clear.

The light weight engine has proved its supremacy by its portability, its lightness per horsepower produced, its fine mechan-



ical finish and its easy action, the latter being due to fine machine work and the exact balancing of the parts. You might not realize it, but the piston and connecting rod of a modern high-speed engine must almost exactly balance the piston and connecting rod operating in the next cylinder. This is not done by guess work, but by exact weighing in fine scales.

"But," says the exponent of the cheap, built to sell engine, "all this accuracy is nonsense. It is not required in the farm engine, conditions don't warrant it. Reasonable accuracy, good solid design are all that are necessary."

Well, I have seen a great many of the "get done quick" class of engine that were neither sound in design nor accurate in machine work.

Heat treated parts may be finished either by a right or a wrong method. A spindle may be made to size them heated and skin hardened in a cyanide bath, or it may be turned, case-hardened, hardened and ground to dimensions. The first method is infinitely the cheapest, but for durability give me the second. The cyanide hardened part has a very thin hard shell that can be worn through, while it may be distorted in hardening and have uneven strains set up in the steel; the case-hardened and ground part has a dead hard shell from 1-32 to 1-16 inch thick, with a tough homogeneous center

#### Other Points in Comparison

The effectiveness of the change speed device may have a considerable influence upon the cost of the engine. The better the device the more the engine may cost. Every dollar spent in careful machine work in the cylinder, valves, gears or piston must have an effect upon price. A good cam shaft costs money to produce, and a gear may either be punched out like a piece of putty, or may be machined accurately on a gear-cutter, so that noiseless running is the result. There are places (unseen) that tell the value of the engine. The finish of a valve seat and valve face are little things that count; a rough bored cylinder sooner or later is a classical loser of compression, while a cylinder accurately bored and finished by grinding or lapping has a smooth glass-like surface that means longer life to the piston rings and infinitely better compression. There are many other features which could be outlined in connection with engine construction but space forbids. You can always tell the good engine by the care shown in minor finished points that do not count

—for in a quality engine the quality exists from start to finish.

#### Meeting Cheap Competition

What then must the dealer do to prove out his engine. When he has settled on a good quality engine let him procure all available literature on its construction from the makers. Studying this carefully, he will have little difficulty in arriving at what advertisement writers call the "points of superiority." The price is of secondary consideration, for the engine prospect can usually be brought to see the value of investing in a machine that will give service without excessive cost and without trouble. It is not enough to tell the farmer that the engine is of better quality than the cheap, direct sold engine. He must be shown, and the man who can show him is the man who finds his engine business profitable. If he can't see where the engine is superior to the catalog engine, you must show him the unseen features that mean quality; the superior finish and machine work, and all the rest. Look at some of the cheap engines that invade your territory and memorize their defects. Use them as a basis for comparison. Pound your facts into him; demonstrate the running qualities of the machine, and you will find in the end that price does not look so great a feature to the prospect as you thought.

Finally, don't cry out about cheap competition, but prove to the customer that the "cheap" engine is the dearest engine he can buy. Compare the system of getting and quality of repair parts. Remember that you can buy a watch for one dollar or for five hundred dollars. The difference in price is the difference in finish, quality and accuracy. The dollar watch only gives dollar value.

#### The Necessity for Stock Taking

That retail merchants as a whole are inclined to neglect the question of stock taking is the opinion voiced by the Credit Men's Journal. There are, says this authority, three important questions that require emphasis in retail stock taking. The first is the method by which the merchant arrives at his net cost. The second is the importance of taking the stock quickly and at the time in the year when it is lowest, and the third is the necessity of accuracy in regard to quantities, and to depreciation.

The cash discount on goods is usually counterbalanced by freight and cartage charges, and if such counterbalance is known to exist the cash discount should not be subtracted nor the freight

added to the wholesale price to arrive at the net cost. Where the merchant pays no freight, the cash discount should be deducted.

Goods bought with a trade discount and carried as reserve stock should be valued with the discount deducted, yet the extra warehouse space and interest on the value of the goods, while they remain as surplus stock, must be considered before the cost is placed on the goods.

Stock is usually taken early in January when stock is at the lowest point, since then the stock in trade is usually lowest and the cash highest. Stock taking should go ahead as fast as possible, even if the staff work late to accomplish it.

Absolute accuracy is essential, and this applies to measuring, weighing and counting. Allowance must be made for depreciation and a rough ten per cent is not enough for the retail dealers stock. Each class of goods must be considered separately as regards depreciation, and the utmost accuracy should be observed.

#### Hail Insurance Results

The reports to the superintendent of insurance for Saskatchewan, by stock companies writing hail insurance, show that the ratio of loss was about 31½ per cent of the premiums paid, while for the Municipal Hail Commission losses were about 50 per cent.

In the province of Alberta the results show that the stock and mutual companies writing this class of insurance had a loss of almost 74 per cent, or more than double the loss in Saskatchewan.

The various stock companies in Saskatchewan wrote a total hail business of \$1,359,374.24, with \$427,610.36 as loss, while the Municipal Hail Commission wrote \$850,000 with \$675,000 as loss. Stock companies doubled the business done in 1914.

In Alberta the premiums handled amounted to \$1,072,099.22, with a total loss of \$792,162.16. The volume of business was nearly three times that done during 1914.

In Saskatchewan it is stated that the increase in hail insurance premiums during 1915 was largely attributable to the increased value of the individual crop and the large increase in acreage.

The cash rate during the year was 6 per cent, and the note rate 7½ per cent. In certain districts a surcharge has been made, based on the opinion that these districts were supposedly in a belt where hail was of usual occurrence. Several large American companies had their surplus profit of years wiped out by heavy losses.

#### Credit Men Close Year

On December 28, more than 800 gentlemen, comprising credit managers, sales managers and commercial travelers met in Winnipeg at the annual banquet of the Canadian Credit Men's Trust Association. In a interesting address President L. J. Mylius touched on the retailer, giving traveling salesmen present a message for retail customers. He said:

"Last week a prominent banker stated in the presence of many of the gentlemen who are here tonight the fact that not only had the banks a large accumulation of money but that the farmers in hundreds of instances had paid all their bills, paid off their mortgages and have actually written to the banks and to the mortgage and loan companies, asking them where they can invest their money. The banks do not want to take any large amounts on deposit for they cannot use it. The loan companies do not know what to do with the money they have.

"Therefore, it seems a most opportune time for the retailers to get together in the respective towns and sections and reduce their business to a cash basis, or 30 days. The doing of this would largely remove the disadvantages they are now under, necessitating larger profits than the consumer will pay. They should establish considerable difference between cash and credit prices, thus capturing the trade which now goes to the order houses at a distance."

Proceeding, the speaker pointed out that the West can never go back to the easy credits and cheap money of the past. Credit will be extended where deserved by the personal and financial standing of the man who wants to go into business, but the day has gone when the wholesaler will take long chances. Advantage must be taken of the phenomenal agricultural production of the West in 1915, and business should be kept down to sane methods.

#### Reliability and Price

Even in automobiles we are coming to realize the fact that high-grade materials and high-quality construction are essential, and if this is true of automobiles it is ten times more true with tractors. The lowest-priced tractor that a man can buy is seldom the cheapest from the point of investment. It will usually pay to add a few hundred dollars and get something which will be more reliable, more durable and a better paying investment. The fact is that quality is being given its just due at last.



### Unity and Success

In a speech before the Canadian Credit Men's Association at Winnipeg, W. J. Wilson, sales manager of the Winnipeg Ceiling and Roofing Company, pointed out that all business, great and small, the mammoth corporation or the one man retail store must be divided into four main activities—the executive, financial, purchasing and selling.

"If," said Mr. Wilson, "you wish to reach the bull's-eye of business—which is profit—you must amalgamate those activities; every side of the business must be in harmony with the next. Strong, well-sustained, united effort is necessary.

"Let us on the threshold of this New Year which should be the greatest and grandest Western Canada has ever known, firmly resolve that so far as we can individually do as we will, work in harmony and full accord with our fellows, and with them make a long pull, a strong pull, and a pull altogether for the betterment of our own institutions. The result will take care of itself—and of us as well."

### Advance-Rumely News

On Dec. 9 the properties of the M. Rumely Co. and the Rumely Products Co. were sold at La Porte, Ind. The purchasers were the Advance-Rumely Co. and the Advance-Rumely Thresher Co., the sale price being \$2,500,000. No other bids were made for the properties. The M. Rumely Co. was started in 1853, and in fifty years grew to a million dollar corporation, dealing in threshing machines, clover hullers and steam tractors. At the present about 1,000 men are being employed at the La Porte plant, and about 500 at the Battle Creek plant.

Recent appointments in the Advance-Rumely organization are as follows: A. J. Dohovan, as branch manager at Billings, Mont.; J. S. Greeny to Portland, Ore., branch; C. C. Cross to the Columbus, O., branch; and J. H. Bass to be manager at New Orleans. At Minneapolis, Minn., E. L. Bretnor resigns and E. S. Tecktonius becomes branch manager, P. McGovern takes the branch manager's chair at Spokane, Wash., while J. R. Boxley is in charge at Nashville, Tenn.

### Settlement by Note

Simple things neglected aggravate and cause dissatisfaction and try our patience. When we fail to follow business methods we usually regret it. When we allow

a tool or a large volume of business to go through our hands without settlement, and when a machine is returned or we find a large open book account, when we have heavy bills to meet, we regret our folly for allowing such practices to exist. We surprise ourselves sometimes, when we have had an awakening, from our

folly, by finding how easy it is to get settlement for goods when sold.—C. F. Roemer.

### Evolution

Girl we knew—fine looker—was a stenographer in an implement concern. At her birth she was named plain Mary. When she

grew up she dropped the "r" and became May. As she entered society and got engaged to a rich man (not an implement man) she changed the "y" to an "e," and called herself Mae. About a year ago she got married—and now she has to spell it plain "Ma."

Order early, but order wisely.

*Just Out*  
*New catalogs*  
*of Advance-*  
*Rumely 1916*  
*lines—*

*Address the nearest*  
*Branch—*



**Advance-Rumely Thresher Co.**

(Incorporated)

La Porte,

Indiana

Calgary, Alta.

Regina, Sask.

Saskatoon, Sask.

Winnipeg, Man.



### Handling Dairy Equipment

That the dairy cow is one of the most profitable units on the modern farm is an axiom at the present day. The state of Wisconsin, famous for its development of the dairy business, has dairy cows to the value of \$60,000,000, and each year its farmers sell dairy products to the value of eighty-five million dollars, or one hundred and thirty per cent of the value of the cattle in the state. These products are in demand at all times, they are sold for cash and give the dairy farmer a constant steady income. On that grounds alone the development of dairy farming is a great asset to the implement dealer, for the man with cash is invariably the best customer you can have.

Not only is dairying a great animal industry at the present

time, but it will continue to be so, because the milk cow is a more economical producer of food than the beef animal or pig.

Since the nutritive part of skim milk consists very largely of protein, it is to be classed, as whole milk is, with such food materials as eggs, meat, fish, poultry and cheese, rather than with such substances as sugar, which serve only as fuel. Two and one-half quarts of skim milk contain almost as much protein, and yield about the same amount of energy as a pound of round beef. Any amount of money expended for skim milk will provide twice as much nourishment as the same amount spent for round steak.

The steady advance of dairying means that someone will reap a profit from furnishing farmers with the necessary equipment to

successfully handle their herds. It is the duty of the live dealer to see that every farmer in his community is provided with a good, modern cream separator.

Get a separator that skims clean, is sanitary, easy to take care of and that you can afford to sell at a reasonable price and the farmers and their wives will welcome you when you can bring to them an article of this kind. They know that a good cream separator is a profit maker, besides leaving them all the skim milk for their pigs, calves and chickens.

### In Saskatchewan

The Department of Agriculture in Saskatchewan reports that the average yield of wheat per acre in that province in 1915 was 25.2 bushels. With the exception of 1901 this is the highest yield in

the history of the province. The average yield of oats was 45.9, or practically 46 bushels per acre, while the average barley yield, 33.2 bushels, beats all previous records. Flax shows an average yield per acre of 11.2 bushels.

The amount of land prepared in the fall for the crop of 1916 shows a distinct decrease, however, this being due to the inclement weather which held up harvesting operations. There is a total area prepared, including new broken land, summer fallow and fall plowed land of 4,504,891 acres, a decrease of 3,579,683 acres as compared with 1914. Delayed threshing, and late grain haulage in the effort to save the enormous crop harvested, had this reactionary result in the fall prepared acreage. During 1915, Saskatchewan produced 173,723,775 bushels wheat, 130,910,048 bushels oats, and 9,043,813 bushels barley. Damage done by fall frost was very small, and was infinitesimal compared with the loss through weeds.

### Developing the Dairy Industry

The business men of the towns and cities, and especially those who are interested in the development of the farm lands, can do nothing better than to induce the farmers, especially the newcomers, to keep cows, and if it is necessary assist them financially to get started.

The dairy business is one in a class by itself and requires the lifetime of men to master it. There is no phase of it but what requires earnest, conscientious thought and study. The dairy farmer must be an exceptionally good farm manager, and he needs the moral and financial support of the business men with whom he transacts his business. The majority of failures come from men who go into the industry haphazardly with the idea that it can be operated as slovenly as they have been performing other farm work, and will not receive suggestions from practical experienced men. They do not read dairy papers or farm journals or keep abreast with modern dairy practices. But with the industry supported by the leading men of the community, who are looking for new ideas and new improvements that will add to the prosperity of the country, there is not much chance for very many men to fail.

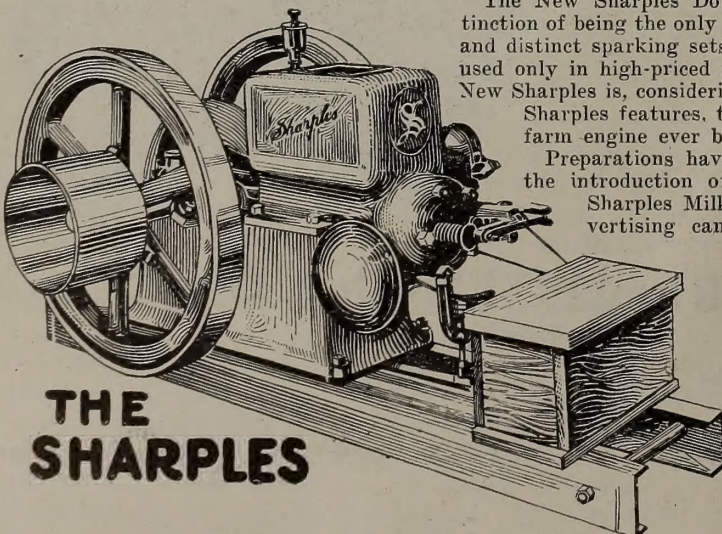
You show me a country where the business men and farmers are all interested together for the development of the community's resources, and I will show you a community that is prosperous and contented—a community of good farms, good homes, good roads, good towns.—F. W. Merrill.

## SHARPLES

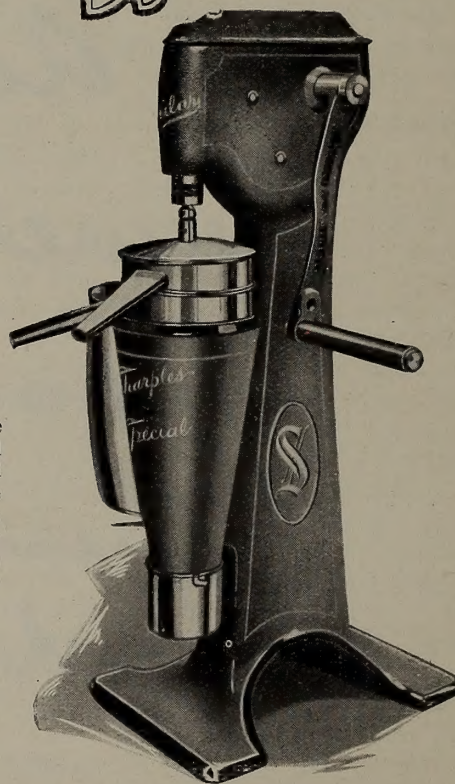
### THE NEW SHARPLES "SUCTION-FEED" SEPARATOR

The invention of the "suction-feed" makes a totally new-type separator, having invaluable features never before believed possible. It will skim perfectly clean at varied handle speed and will deliver cream of absolutely uniform thickness, whether the machine be operated at 30 turns per minute or twice that number. When turned faster than normal speed, the capacity of the New Sharples increases, so that a machine which skims 400 pounds per hour at normal speed will skim 500 pounds per hour by simply increasing the speed of the crank.

### THE NEW SHARPLES "Double-Ignition" Engine



THE  
SHARPLES



The New Sharples Double-Ignition Engine possesses the distinction of being the only farm engine made in which two separate and distinct sparking sets are used. Heretofore, the system was used only in high-priced foreign and American motor cars. The New Sharples is, considering its expensive refinements and special Sharples features, the highest class and most trouble-proof farm engine ever built.

Preparations have been made during the past year for the introduction of these two machines, as well as the Sharples Milker in its recently improved form. Advertising campaigns are in course of preparation, sales plans are now ready. This line presents unusual opportunities for the live dealer and our new contract is most liberal. We may need a dealer in your locality. Write us.

**The Sharples  
Separator Co.**

West Chester, Pa.  
Chicago, Ill. San Francisco, Cal.  
Portland, Ore. Toronto, Can.

WEST CHESTER



The DeLaval Separator Co.  
HIGHEST AWARD  
FOR  
CENTRIFUGAL  
CREAM SEPARATORS

OFFICIAL  
AWARD  
RIBBON



PANAMA PACIFIC  
INTERNATIONAL  
EXPOSITION  
SAN FRANCISCO  
1915

*Charles Moore*  
PRESIDENT

*H. H. Stiff*  
PRESIDENT OF THE SUPERIOR JURY

*Alfred G. Baker*  
DIRECTOR OF EXHIBITS

*Oct. Pembach*  
SECT'Y OF THE INTERNATIONAL  
AWARD SYSTEM

**GRAND  
PRIZE**  
DEPARTMENT OF  
AGRICULTURE

*H. H. Smith*  
CHIEF

# Grand Prize

Panama-Pacific Exposition

AWARDED TO

**DE LAVAL**  
Cream Separators

As at every International Exposition held since the invention of the centrifugal cream separator in 1878, the De Laval received the highest award.

Likewise, as at all previous representative expositions, dairy products exhibited at San Francisco by users of De Laval Cream Separators received all the higher awards made.

**DE LAVAL DAIRY SUPPLY CO., LTD.**

Winnipeg Vancouver Montreal Peterboro

50,000 Branches and Local Agencies the World Over



## Trade Notes

### New Cockshutt Catalogue

The new general catalogue of the Cockshutt Plow Co., Brantford Ont., recently issued, is, as usual, a publication replete with information for both dealer and farmer. With a finely executed cover, bearing an illustration of the plant of the Cockshutt organization at Brantford, the catalogue comprises over seventy pages of finely printed descriptive matter interspersed with excellent photographs of the Cockshutt implements and equipment. No full description of these goods is necessary; they are known by reputation to the farmers of Canada as being made for Canadian conditions and by men who have made a life study of the requirements of Canadian agriculturists.

The full line of the company is covered in this new publication. Riding, walking and sulky plows, disc plows, engine plows, disc and drag harrows, rollers, pulverizers, drills, cultivators, binders, mowers, rakes, manure spreaders, engines, grinders, feed cutters, potato machinery, wagons, trucks and carriages are a few of the

lines illustrated, proving that the Cockshutt goods can be sold the year around.

Interested dealers should write for a copy of this publication, addressing the nearest branch house of the Cockshutt Co., and mentioning this publication.

### Helping Separator Dealers

"Dealer's Helps" should mean more than mere words, if the manufacturer wishes to secure and retain the confidence and business of the up-to-date separator dealers.

The Swedish Separator Co. Dept. G. Monadnock Block, Chicago, Ill., has prepared some very attractive newspaper ads to be used by the dealers, in their local papers, and electros of these ads. all ready for use, are furnished free by the Swedish Separator Company, to all of their dealers.

These practical "Helps" are in great demand by dealers and show that the merchants appreciate this kind of co-operation from the manufacturer, also proving that the dealer is ready and willing to

push and advertise separators in which he has confidence.

The Viking separator has had remarkable success since being introduced in Canada in the fall of 1914 by the Swedish Separator Co., which fact alone speaks well for the established policy of the company to sell their entire output through implement dealers.

### Advance-Rumely Co. Incorporated

The Advance-Rumely Thresher Company, successor to the M. Rumely Company, La Porte, Ind., filed its articles of incorporation at Indianapolis, December 15. These articles show that the company is to have a capital stock of \$26,500,000. The stock is divided into \$12,500,000 preferred and \$14,000,000 common. The purpose of the company, according to the charter, is to manufacture stationary, portable and traction engines, corn shellers, plowing and threshing machinery. The incorporators are as follows: John W. Platten, Mortimer N. Buckner, Frank N. B. Close, Finley P. Mount, Lewis L. Clarke, Stephen B. Fleming, Howard C. Smith, Henry H. Wehrhane, Elisha Walker, Leo Smith and Joseph J. Daniels.

### Canadian Potato Diggers for Denmark

The Canadian Potato Machinery Co., Galt, Ont., recently received an order for ten O.K. Canadian elevator potato diggers from Copenhagen, the capital of Denmark. This is interesting news in view of the fact that German potato dealers have, in the past, largely monopolized the Danish market, selling at about one-half the price of the Canadian-made machines.

### Hart-Parr Officials Meet

On December 13, Charles City, Iowa, saw a mobilization of the branch managers and officers of the Hart-Parr Co., whose headquarters are in that center. This convention, which lasted for over a week, was the most enthusiastic in the history of the Hart-Parr organization. The branch managers from all over the United States and Canada made a thorough inspection of the factories following the manufacture of each part, the assembly and erection of the tractor, clear through to the shipping platform. At a banquet in honor of the branch managers, C. W. Hart, president and general manager of the company, gave a fascinating address on the history

of the tractor industry from its youth up. Mr. Hart is the dean of tractor designers, and his address was on that account particularly important.

Many other officials and branch managers spoke, and it is the general feeling of the company that 1916 will be a record year for Hart-Parr tractors and for the organization. Mr. Hart further stated that he wanted goods sold on their merits and proven worth, that no claim should be made for the product which could not be substantiated. He wanted his salesman to stand on their feet squarely and to tell the exact truth and nothing but the truth.

Among the large number of branch officials who attended the convention were: E. J. Gifford, manager of West Canadian headquarters at Portage la Prairie; S. B. Clary, manager at Regina; and L. G. Williams, manager at Saskatoon.

### McLaughlin Makes New Car

For over fifty years the McLaughlin Carriage Co. have been making vehicles and carriages in Canada, and for about eight years they have been manufacturing the McLaughlin automobile. A recent report states that the McLaughlin carriage company will now manufacture the Chevrolet automobile in Canada, this being a low priced car with an electric starter. The Chevrolet Motor Co., the originators of the Chevrolet car, are a largely capitalized concern in the United States.

It is stated that the production required for Canadian use in the first year will be between six and eight thousand of the Model "490" Chevrolets. As was stated in our last issue, the carriage making plant of the McLaughlin Co. has been sold to Canada Carriages Ltd., Brockville, Ont. The Chevrolet Motor Co. of Canada, Ltd., has recently been incorporated with a capital of a million dollars. This deal will in no way alter the production of the McLaughlin car, the output of which will be doubled in 1916.

### E.-B. Managers in Convention

Early in December the branch managers, department heads and officers of the Emerson-Brantingham Implement Co. held a singularly successful convention at Rockford, Ill., the head-quarters of the E.-B. organization. Features of the convention were the music of the company's band, organized last June, and appearing in full uniform. This band, it is claimed, will compare favorably with any similar organization with so brief a training. President C.

## The Guarantee

that the Viking Cream Separator is one of the highest grade, finest constructed machines of its kind built.

We guarantee that it will skim as close and in less time than any other separator of equal size, regardless of price.

We guarantee that the Viking nets you more profit, with less investment, than any other standard Separator.

We guarantee that with the Viking you can meet mail-order competition.

We guarantee the Viking Separator to be a money maker for the dealer and a money saver for the farmer.

(Signed)  
Swedish Separator Company



## The VIKING

With the Viking you can meet the competition of any other high-grade Separator in quality and efficiency, and the mail order houses in price.

The Viking agency is a business asset as well as a big money maker.

### One Dealer in a Location

Only one dealer in a locality can have the Viking agency. Warehouse in Winnipeg. Write for full particulars—before someone else takes your territory. to Burt Conway, Western Manager, Regina, Sask., or the

### Swedish Separator Co.

Dept. G. Monadnock Bldg., CHICAGO



S. Brantingham presided at the banquet, and made a comprehensive analysis of business during the past four years. The branch managers' cup was won by P. W. Berry, of the Omaha, Neb., branch.

The branch managers showed great enthusiasm regarding the prospects for 1916, and all indications point to a largely increased business in E.-B. farm equipment during the coming year.

### French Experimental Station for American Tractors

With a heavy demand upon her agricultural population for military duties, and for the making of war supplies, and an ever-increasing necessity for draught horses, France is making, through her agricultural experts, a great effort to popularize tractors of American make.

We have recently received from M. Schweitzer, agricultural engineer and a member of the "Société Agriculteurs de France," a photograph of the inauguration at Herblay, near Paris, of an experimental station for agricultural tractors of American make. M. Schweitzer is head of this "Station D'Essais Des Tracteurs," a large tract of land being

provided for the work by the City Council of Paris.

Ten tractors of the most popular American makes—varying from the small machine for vineyard work to the large plowing tractor—are daily demonstrated upon this farm. They are shown at work under the direction of the engineering staff of the "Comp-

France, showing the intense interest taken in the tractor as applied to French agriculture. Above all will be seen the Tricolor of France and the letters R.F. (Republique Francais). This tractor school is the first institution of the kind in the country of our Allies. We feel sure that French agriculture will find the



American Tractors at French Government Experimental Station near Paris

toir Agricultural" of Paris, a department specially interested in the importation of American tractors and plows.

In the courtyard shown in the photograph will be seen several of the tractors operating at the experimental station, which are driven and demonstrated by expert mechanics attached to the institution. The inaugural meeting, as shown, attracted political and agricultural heads from all over

tractors from America a great help in solving their agricultural problems. "Vive la France, et vive le Tracteur."

### Plow Works Win Case

A long legal controversy has been held between the J. I. Case Plow Works and the J. I. Case Threshing Machine Co., both of Racine, Wis., over the rights to use the name "Case" in connection

with plows. In 1912 the threshing machine company made a contract with the Case-Sattley Co. for the manufacture of tractor plows—these being sold under the names "Case-Sattley" and "Case-Racine." The J. I. Case Plow Works brought suit against the thresher company to restrain and prevent them from selling plows under these names—since the implements were sold as "Case" plows. Last June a decision in favor of the plow works was handed down in the circuit court of Racine County. This decision has been affirmed by the Supreme Court of Wisconsin, which ends the legal controversy, no appeal being allowed.

The court upheld the J. I. Case Plow Works on the ground that they have built up a name for their product since they commenced in 1876, and that the defendant, the J. I. Case T.M., Co. must in all advertising and literature make it clear that their plows are not the original Case plows, as made by the J. I. Case Plow Works, whether "walking, sulky or gang plows to be drawn by horse or engine power."

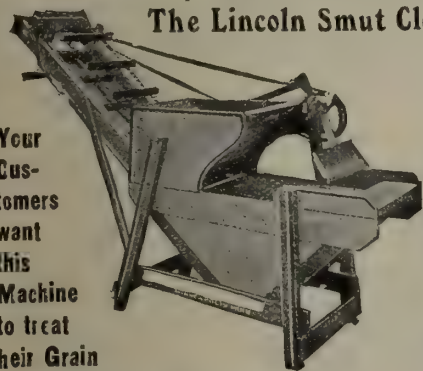
The man who thinks age unfits men for active business must be figuring on a pension or poverty as his own age increases.

# Handle the Famous "Lincoln" Line This Year

Get Our Agency Contract and Proposition. Sell the Cushman Light-Weight Engines. Every Farmer is a Prospect for one. For all Farm Work; in sizes from 4 to 20 H.P. Be the Cushman Agent in Your Territory

## The Lincoln Smut Cleaner and Pickling Machine

Your Customers want this Machine to treat their Grain

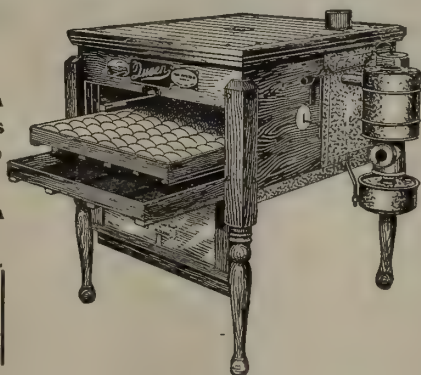


Made in Two Sizes: Capacities 30 to 75 Bushels per hour

Sold on a positive guarantee to prevent smut. The Lincoln separates smut balls, wild oats, king heads and all light seeds from wheat, also wild oats and all light seed from barley. Automatic skimmer is an exclusive feature. Grain is thoroughly pickled, dried and elevated into wagon box. Strong, rustless solution tanks. Get our prices on these machines. You can sell them.

## QUEEN INCUBATORS AND BROODERS

Get particulars of the Queen Incubator and Brooder. It is of the highest type in both construction and material. Perfect hatches are assured in the "Queen"

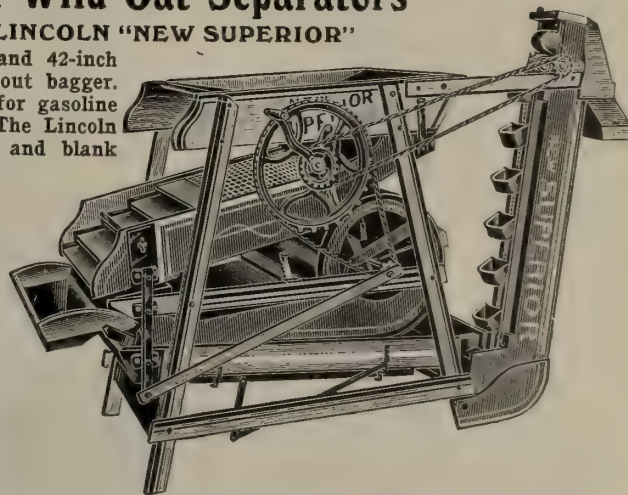


Write for our Descriptive Literature and Prices of any Item in the Cushman Line

## King of Wild Oat Separators

### THE LINCOLN "NEW SUPERIOR"

Made in 24, 32 and 42-inch sizes, with or without bagger. Power attachment for gasoline engine if desired. The Lincoln has patented open and blank space sieves and positively separates every wild oat seed. Adjustable wind boards give perfect control of blast. Cleans any kind of grain and is exceptionally easy to operate. All wheat and barley gangs of high-grade zinc. Strongly built and bolted throughout.



## COMBINATION THRESHER OUTFITS

The Best Individual Outfits on the Market

The Famous Light-Weight Cushman Engines, mounted on same truck with Separator:

- No. 8 LINCOLN, 8 H.P., Equipped with Straw Carrier and Hand Feed
- No. 15 LINCOLN, 15 H.P., Equipped with Blower and Hand Feed
- No. 20 LINCOLN, 20 H.P., Equipped with Blower and Self Feeder

# CUSHMAN MOTOR WORKS OF CANADA, LIMITED

289 Princess Street, Winnipeg, Man. Distributing Warehouses: Toronto, Ont. and London, Ont.

Builders of High Grade, Light Weight, High Power Engines for General Purpose Farm Work

Exclusive Selling Agents for: Fanning Mills—Smut and Pickling Machines—Vacuum Washing Machines—Lincoln Grinders—Lincoln Saws—Incubators—Universal Hoists—Automatic and Champion Cream Separators—Portable Grain Elevators—Wagner Hardware Specialties—Mountaineer and Little Giant Neck Yoke Center



## Colossal Co-operation

At the convention of the Saskatchewan Grain Growers, held at Prince Albert recently, President J. A. Maharg outlined the ramifications of a great co-operative system which, it is reported, will include every business activity from the operation of an incorporated grain growers local to the manufacture of all classes of goods, including farm machinery and the operation of terminal elevators. Press reports state that

### OVER 100,000

of these outfits in use in Canada, the United States and Australia



8-Foot Steel Mill with 40-Foot Tower. 2½-Inch Corner Angles Absolutely Storm Proof

The simplest and most reliable windmill on the market. Very easily assembled. The mill pulls into the wind which makes it absolutely storm resisting. In case the wire is broken the mill automatically turns out of the wind and locks itself out. Furnished with compression grease cups throughout, removable bearings, heavy vane stems, direct lift, reversible steel pitman eliminates entirely troublesome wrist pins. Our windmills will meet any competition.

Write for catalogue and further particulars.

**Manitoba Engines Ltd.**  
Brandon, Man., and Calgary, Alta.

capital for this gigantic enterprise is to be raised by the sale of life membership to members of the organization, at \$12 each, and the sale of debentures at \$25 each, the fund to be handled by an inter-provincial grain growers' organization covering all the western provinces.

It is stated that the organized farmers foresee the possibility of antagonism from the present mercantile system, both retail and wholesale, and they have anticipated this by forming tentative connections with the present co-operative organizations of the British Isles, from whom supplies will be imported if need be.

We take it that this is the gage of battle in our modern methods of distribution—in fact that western business interests must do as they are told or be wiped out by the process of elimination. The retailer will, of course, be an unnecessary unit! The wholesaler must sell to co-operated agriculture and the manufacturer produce goods for the organized farmers at prices compatible with their views of what a thing should cost.

This scheme, if matured, will be the realization of the dreams of the co-operative crank. He will see the "parasites" swept away, enormous profits no longer possible, middlemen murdered and, above all and beyond all, directing the whole warp and woof of trade and industry, the massed intellects of organized agriculture.

All business organizations may now crawl into their graves and

pull on the lids. They are unnecessary; they are eliminated; we face a new era, that of men who till the soil controlling the sale of their products and the purchase of what they require. Roger Owen, the father of the co-operative movement, will turn in his grave at the thought of what the farmers of Western Canada promise to do by co-operative effort.

In an address on the future of business in the Canadian West, the editor of a financial journal said:

"Established and efficiently managed business—retail or wholesale—has little need to fear co-operation. General business will have to take into account the new movement—and individuals and concerns readjust their methods and activities as time goes on. The middleman is a means, not an end. For whatever needed distributive service the retailer renders, society will continue to pay the price. But where he obtrudes himself as a fifth wheel, his elimination, or rather his transference to some more useful end, is for the common good."

Here, then, is the fate prophesied for the retailer when King Co-operation rules business.

A few weeks ago Winnipeg had a conference between business men and farmers. A Joint Committee of Commerce and Agriculture was formed and the man with an optimistic soul saw agriculture and commerce lie down together like the lion and the lamb. Harmony lay across the far horizon. Business men sympathized with the difficulties of the farmer, and the joint committee was formed

to clear away all disagreement and dissatisfaction.

Contemporary history outlines how Nicholas of Russia called a peace conference at the Hague, at the same time shipping his troops to do battle with the little yellow men in Korea. History repeats itself. If the spirit of organized agriculture were friendly there would be some hope of bettering conditions, but what do we find? A farmer at the Prince Albert Convention, one named Sales, stated that at Winnipeg agriculture had made a superior showing mentally, that the grain growers had met the "enemy" and were no longer afraid!

Noble words, my brothers, but scarcely diplomatic language!

The same speaker said that the farmer was made the goat. He produced a record crop, and only succeeded in lowering the price while those who controlled shipping and ocean rates had reaped a golden harvest.

Bankers, magnates and manufacturers shouted for patriotism and production, and were traitors in a orgy of graft in connection with war supplies. "The situation," said the farmer, "brought home to the farmer the absolute necessity of his dictating to these people rather than in listening to their insincere protestations."

Now, Mr. Sales may not be representative of the grain growers, but he has a whole lot of brothers in opinion. How can business and agriculture combine for the common good of farmers if farmers hold and foster such opinions? Does this colossal co-operative scheme tend to harmony or strife? The whole thing resolves itself into the fact that the cohorts of organized agriculture can not, or will not, look rationally at the tried and proven system of commercial distribution. Nothing will convince them that the retailer and wholesaler are not robbers; argument is useless. It would seem evident that the time has come for retailers and wholesalers in every line to organize into strong business bodies—for their individual and collective protection. Is the supply of farm equipment and farm necessities in Western Canada going to resolve itself into a scene of legitimate business standing up for its rights, or of concerns falling over one another in their anxiety to dispose of their goods or products through the co-operative channels directed by organized agriculture? Farmers have already framed legislation in Saskatchewan and Alberta, which makes the sale of farm implements and machinery almost prohibitive. In consequence many concerns decline to do business

### THE Jumbo Line

Means goods of exclusive features. Easy sellers with good profits. Start the year right by getting the JUMBO Contract



#### JUMBO Gasoline Engines

Made in 1½, 2½, 4½ and 6 H.P. Low fuel consumption, develop full rated power, simple to operate and absolutely dependable. On skids, strong iron sub-base or trucks. Battery or magneto ignition.

#### Little JUMBO Feed Mills

Very large capacity on low power consumption. Grind from 10 to 30 bus. per hour. Don't choke and have perfect adjustment. Burrs 6 ins., pulley 6 x 4. Handle all feeds with equal success. Write to-day for particulars of our agency proposition. It is a money-maker.

Manufactured by Nelson Bros. Co., Saginaw, Mich., U.S.A.  
Western Canadian Jobbers

**TUDHOPE, ANDERSON CO. Ltd.**

WINNIPEG REGINA SASKATOON CALGARY



under such unjust restrictions, and have withdrawn from those provinces. Let this go on indefinitely, let co-operation become the dictator of western business, and what the ultimate result will be is hard indeed to overestimate. They say co-operation has come to stay. If so somebody has got to get pushed off the end of the bench—and somebody has got to control the business as regards our western system of supply. Commercial interests do not face an array of anarchial strikers, a body that will fall apart owing to the lack of efficient organization and capital, but a body of men who as producers and consumers have necessarily a very large power upon the commercial and industrial future of the Canadian West.

### The Production of Twine

It is a fact not generally known that in the United States alone more than 2,000,000,000 pounds of binder twine are used annually for which farmers pay more than \$20,000,000. It seems a great economic waste that this twine is used but once and then destroyed,

necessarily utilizing a vast tonnage of fibre annually for its production.

The production of the fibre is principally from the henequin plant, which grows in Yucatan. The fibre is generally known as sisal, simply because it was formerly made from the fibrous structure of the true sisal plant. The henequin plant is indigenous to south-eastern Mexico, and is cultivated in Yucatan, Campeche and the Mexican states, also in Cuba.

The first crop of leaves is cut four to seven years after planting (usually in the sixth or seventh year in Yucatan), and after then they are cut annually or semi-annually for from ten to twenty years. Only the two outer or lower row of leaves are cut at each harvest. The spines on the point and margins are trimmed off, the leaves are tied in bundles of fifty each and taken to the cleaning machine. Nearly all of the henequin fibre of commerce is cleaned by machinery within forty-eight hours after the leaves are cut. After being dried in the sun it is then ready to be baled for the market. This fibre is a light reddish-yellow and is from three to four feet long.

### The Question of Service

Addressing the tenth annual convention of the Wisconsin Implement and Vehicle Association held recently at Milwaukee, E. W. McCullough made some interesting comments on the service problem.

He asserted that in the matter of service implement interests have been running out. Over production and keen competition has led to an excess of service on the part of both manufacturer and dealer. The manufacturer errs when he urges upon any capable dealer any unnecessary assistance, and in accepting such help the dealer must realize that somebody must pay the bill. The comparison of dealers' prices with mail order prices is an old subject, yet many may not have taken the viewpoint that mail order prices are strictly prices without service, while dealers' prices usually include unlimited service.

"It is my belief that it is the duty of the dealer to be ready and willing at all times to furnish any and all service necessary to keep the machines of his customers in operating order, but that the extent of his free service should be limited

after he has turned over to his customer a tool or machine in operating order, then for all rendered after that, except in replacing defective parts, he should have pay for, just as does the plumber, the machinist and the automobile repairer," said he.

Unless the line is drawn here there are some of his customers who will demand an excessive amount of service, which if rendered free is manifestly unjust to those who ask practically little or no service yet are charged the same price as the other for goods they buy; consequently it is a matter of justice to treat all alike, not only as to the prices but in measure of service given them.

### Discouraging!

A woman in Manitoba recently died at the age of 100. She had never tasted meat in her life—was a firm vegetarian. Last week a man died in Winnipeg who just hated vegetables and who scoffed steak whenever and wherever he could get it. To the man who wants to die when he has outlived his usefulness these things are mighty discouraging.



## Little Genius Power Lift Engine Plow

On the P&O Little Genius the lift device operates all three wheels, giving the plow a high and level lift. When the operator of a Little Genius pulls the trip rope he gets instant and positive action whether entering or leaving the ground. Nothing is left to chance—on raising the bottoms, the powerful lift calls for but a small amount of traction (note absence of spuds on power wheels), and when entering the ground, the whole weight of the plow is brought to bear upon the bottoms. The No. 2 Little Genius is made in two and three furrow with 12 or 14 inch bottoms. The No. 3 is made in four furrow, with 14 inch bottoms. Any of the standard types of P&O bottoms can be furnished. The following testimonials are only a few of the many included in new circular just off the press. Write for it.

Gervais, Ore., April 18, 1915.  
Parlin & Orendorff Co., Canton, Ill.

Gentlemen:—The P. & O. Little Genius Engine Gang Plow bought of you recently has given entire satisfaction, and is a genius indeed, requiring no one but the engine driver to operate it, and that without stopping the tractor, or leaving his seat on engine. It seems to be very light of draft, and moldboards are shaped so the ground is turned perfectly even when plowing eleven or twelve inches deep. It seems to me that it is perfection itself.

Yours very truly, SAM H. BROWN.

Norwalk, Ohio, May 5, 1915.  
Parlin & Orendorff Co., Canton, Ill.

Gentlemen:—The P. & O. Little Genius Power Lift Engine Gang Plow is working better than any tractor plow I have ever seen, and I have seen quite a number of them.

Yours truly, PARK ERNSBERGER.

Herbert, Ill., April 1, 1915.  
Parlin & Orendorff Co., Canton, Ill.

Gentlemen:—I started the Three Furrow Little Genius Power Lift Gang a few days ago, and will say its work is perfect. The lifting device is the best of any I have seen, and I can heartily recommend this

plow to any dealer or farmer that wants a Power Lift Plow for use with a small tractor.

Yours truly, ALFRED FOWLER.

Kenesaw, Neb., August 8, 1915.  
TO WHOM IT MAY CONCERN:

This is to certify that on August 4th, 1915, I had an 8-16 tractor pulling a \_\_\_\_\_ plow on my place. After three of their men worked on the plow it was a miserable failure.

On August 5th, Mr. Lancaster, representing the P. & O. Plow Co., put the P. & O. Little Genius Plow in the same

field, and I never saw a better job of plowing.

I hereby recommend the P. & O. Plow to anyone in need of a plow.

WM. BLOCK.

Cedar Falls, Iowa, Sept. 25, 1915.  
Parlin & Orendorff Co., Canton, Ill.

Gentlemen:—I just had a piece of clover sod plowed with one of your P. & O. Three Bottom Little Genius Plows, and I am pleased to say that this is the best job of plowing that I have ever seen done with any kind of a rig. This is surely a very practical plow for any farmer to buy.

Yours respectfully, C. A. ROWND.

Made by PARLIN & ORENDORFF CO., Canton, Ill., U.S.A.

International Harvester Company of Canada, Limited

SALES AGENTS  
FOR CANADA

Winnipeg Brandon Regina Saskatoon Yorkton North Battleford Estevan Calgary Edmonton Lethbridge



### The Question of Supply

At the dawn of another year the implement dealer must confront conditions as they exist, and also conditions which may develop. At the present time, the steel situation looms large in the future outlook of the farm machinery business. Iron and steel are essentials in the production of farm implements, and never in the history of the steel trade have conditions been as they are at the present time.

Steel has advanced enormously in price—in cases from 10 to 50 per cent. Orders for some varieties of stock will not be accepted. It is obvious that the U.S. steel market has a great influence upon Canadian prices, and one that will in the future have a direct effect upon the price of various steel and iron goods. The future of the steel industry depends largely upon the fuel and ore supply. The present production of pig iron in the U.S. requires some seventy-five million tons of ore annually, while eighty-five million tons of coal and coke are required to handle this supply. Stocks of coal and coke are low; large wages in munition work have attracted labor from the production of those essential features. In short, the present supply of finished iron and steel stock is very inadequate in view of the enormous demand, while the making of shells further reduces available stocks.

The automobile industry calls for a vast tonnage of steel annually, and while some automobile manufacturers claim that they have purchased stocks ahead to supply their 1916 output, a great many concerns will be in the market with large orders.

Should the war go on until next winter—and it will in all probability—the steel drainage for munition purposes will continue, and other industries will have to adjust their prices for finished goods to meet the enormous cost which raw material will assuredly show.

While some implement manufacturing interests may have raw material to meet their future requirements, this cannot be the instance in every case, and prices must go up to the wholesaler, dealer and the consumer. It is simply a question as to whether the manufacturer will be able to secure enough material to meet the demand for his finished product—and this does not only apply to iron and steel but to other materials.

It is safe to say that many manufacturers will not get delivery of some orders for months to come, for already many automobile concerns have been unable

to supply their orders purely through the shortage of steel.

Even were the war to stop, there would be a large demand for every class of iron and steel goods to meet the domestic demand, while the export demand from foreign fields would immediately become very large. It is safe to say that the majority of large farm machinery manufacturers have stocked up as far as is possible, but no stock in hand can supply for many months the normal demand for farm machinery and equipment. The prices of steel will, meanwhile, steadily advance, and future steel orders will have to be placed at figures at present unknown. A rise in the price of the finished product will result.

It would seem that the greatest need for the implement dealer this year is to consider at once the advisability and necessity of placing his orders for goods for next season at the earliest possible moment. When asked to make a contract, an order of one or two of any specific line will be an unwise step, for the question of getting supplies in the future—and their probable price—must be considered. Lost business may be a result of this policy of buying small and often.

Dealers would do well to take time, right away, to closely estimate their probable requirements in every line for the year 1916, in

so far as such estimates can be made. With their needs outlined they should make their contracts and order accordingly. This is not a question of delivery—it is more vital, for it is a question of price. The supply of raw materials is so uncertain that manufacturers will, in many lines, be compelled to protect themselves in their 1916 contracts against a very unusual, in fact unprecedented, advance in raw materials.

As regards the vehicle and wagon business, it should be recollected that the steel situation has always a direct effect upon lumber prices. Several large lumber concerns are already sold up through the entire spring. This is the quiet season in the lumber market, but already prices are stiffening, and when business brightens up in spring it is certain that wagon stock of all kinds will be scarce. An advance in price will, of course, follow. Consequently, in almost every phase of the retail implement business, it would seem that the dealer will be only protecting his own interests if he for once follows that old but wise cry—"Buy early."

Our problem to-day is to teach the farmer to buy on the cash basis—although Allah knows he does it often enough, if not in his own community! Higher prices for machinery will necessarily mean that the dealer will have to sell more nearly for cash.

### Dealers Who Dislike Their Calling

In a certain western town there are three implement dealers. A traveling man recently visited the trio, and from not one of the three did he hear a pleasant or encouraging word concerning the implement business. Each man declared vehemently that there was nothing to it—that any job on earth was preferable to retailing farm machinery. It is, of course, an old trait of human nature that every man thinks that the other fellow's job is best. We all know that in some other calling we would have made a conspicuous success.

But this is quite apart from the point that three implement dealers, located in one town, with one accord cursed their calling and everything connected with it. Was it possible that all three were square pegs in round holes, or what was the trouble?

The fact is that this discontent in the trade is far too common. It amounts to a marked disease that seems to afflict those who handle implements and farm equipment. Some dealers voice as their reason for this disgust that there are too many dealers in the business, and that conditions will not improve until some get out of it. This explanation is all right so far as it goes, but it does not go far enough. All the men with a grievance have one complaint in common, and that is that there is an absence of profit in the business. It would seem, then, that the elimination of a dealer here and there would do little or nothing to cure this lack of profit. It would, of course, increase the volume of trade for the men left in a district, but, even so, the ratio of profit would be no greater. The whole thing resolves itself into the fact that more co-operation is required among implement dealers in the West. They should organize so as to solve these problems which give rise to discontent, tackling not as individuals but as a body the question of costs and profits and trade troubles. Only by working together instead of against one another will conditions be materially improved.

### Advertising Reduces Selling Cost

Regardless of the selling methods used, every dollar's worth of sales made carries with it a percentage of cost to do business. Local newspaper advertising is essentially a process of creating and discovering new buyers. And it will produce new business at a less percentage of cost than any dollar's worth of business you can

# CANADIAN FARM IMPLEMENTS

THE OFFICIAL ORGAN OF THE  
INTERPROVINCIAL RETAIL IMPLEMENT DEALERS' ASSOCIATION

A MONTHLY NEWSPAPER  
DEVOTED TO THE INTERESTS OF DEALERS IN AND MANUFACTURERS OF  
FARM IMPLEMENTS, VEHICLES, ENGINES AND MACHINERY

Established in 1904 and Published Monthly by

**Canadian Farm Implements, Limited**

F. D. BLAKELY, Manager

811-12 CONFEDERATION LIFE BUILDING Telephone Main 518 WINNIPEG, CANADA

#### SUBSCRIPTIONS

\$1.00 per year in Canada; Foreign \$1.25 per year. Single Copies, Ten Cents

#### ADVERTISING

RATES MADE KNOWN ON APPLICATION

Change of Advertising Copy should reach this office not later than the 25th of the month preceding issue in which insertion is desired.

#### CORRESPONDENCE

Solicited on all matters pertinent to the implement and vehicle trade. As an evidence of good faith, but not necessarily for publication, every correspondent must sign his name. We reserve the right to edit all matter submitted but do not undertake to endorse opinions expressed by correspondents.

Member Western Canada Press Association  
Entered in the Winnipeg Post Office as second class matter

WINNIPEG, CANADA, JANUARY, 1916.



do without it. To successfully conduct a retail business, salaries, rent, insurance, interest on money invested, and many other items, are all necessary expenses to successfully conduct your business. With the ability to buy at the proper cost admitted, you have with every dollar's worth sold a fixed expense to contend with. But you have also, through this expense, a correct stock, a suitable location, and suitable clerks.

On this basis, advertising, without the original cost of the goods, without increasing any other expenses, will create and discover many new customers that never could be reached otherwise.

And it will do that at a less percentage of cost than any dollar's worth of business done before advertising is used. Really the advertising is the only cost to do business which need be charged against the heretofore unobtainable customers.

What is true of new business and old business will at the end of the year, according to modern business systems, show the same proportionate cost. You will find that advertising has increased your volume of business to such an extent that it will have reduced your total selling cost on your year's sales.

### Buying and Selling

How to buy right is as important as how to sell right. The retail dealer has a double problem to contend with, for he is a purchaser as well as a salesman. If the dealer will study and learn his goods and teach his employees all he knows about the goods they have to sell, educating them to the fact that the public has many times to be told and shown what it wants, we believe that many sales which now drift to the direct selling concern would be consummated in the local store. To sell successfully the retailer must take due account of human nature, and he must first know how to buy right.

### Interest on Accounts

Why should any honest, fair-minded man object to paying the legal rate of interest for the use of the dealer's capital? He does not raise the question when he borrows it from his banker but expects and is perfectly willing, to pay interest for the use of bank capital for every single day that he keeps it. Not only that but he is willing to furnish security for the payment of both principal and interest. Why then is not the wholesaler's or the

manufacturers' money just as worthy of its hire?

The usual excuse is that "The other fellow does not charge interest on past due accounts," or "All of the goods have not been sold," "I don't pay interest on past due accounts," and other excuses that are equally illogical and unreasonable. This position is either right or wrong; the question therefore resolves itself into whether or not the charge is just and equitable. If it is, then the charge should be made and collected; if it is not then further discussion on the subject is a waste of time.

### Points That Help

It is our firm belief that through the medium of association work, retail dealers can derive great educational benefit. By coming in contact with other men in the same line of effort, each individual dealer can secure the benefit of the experience of his fellow dealers, profiting by their trade experiences on points of mutual interest. To bring about the highest development of our western communities, the good roads movement should be encouraged, and to that end local dealers should co-operate with the farmers and all who are interested in the improvement of the local highway system. It should be the duty of the retailer to oppose by every means in his power such legislation as has a tendency to encourage the centralization of capital, trade and population in our larger cities, at the expense of the country towns and rural communities.

By associative effort retail dealers can be encouraged to give more careful study to the matter of the cost of doing business, so that they may at all times be thoroughly posted on the subject of how to make a profit, and eliminate a large per cent of bankrupt dealers, which demoralize business conditions.

There is no doubt that when properly organized dealers can exert a powerful influence in favor of local, provincial and national laws, calculated to improve the conditions under which their business is carried on, and to oppose laws inimical to the interest of the dealer.

To push co-operation between manufacturer, jobber and retailer in all efforts to create and maintain economical business relations, that goods may be brought to the consumer without needless expense, and that each may be duly considerate of the rights of the other, would lead to better conditions and better business.



**Major C. M. Ackland**

The above photographic reproduction is an excellent likeness of Major C. M. Ackland, who in civil life is a member of the implement specialty, wood goods and wholesale hardware concern, Messrs. D. Ackland & Son, Winnipeg. Major Ackland has always been enthusiastic in military work. As a lad in the East, he was attached to the cadet corps of the 42nd Infantry Battalion. In Winnipeg for seven years he was a member of the 90th Rifles, leaving them with the rank of sergeant to take out a commission with the 106th Winnipeg Light Infantry. After acting as senior lieutenant he was, in March, 1914, promoted to captain in command of C Company, when war was declared becoming Adjutant. He held this post until June, 1915, and when the colonel enlisted for active service Major Ackland was given command of the regiment. On November 25 he was given command on the recruiting staff of Area A, M.D. 10, under his old chief, Lieut.-Col. James A. Lightfoot, who has returned wounded from the front. A popular officer, further promotion should be the lot of Major Ackland.

### A Usual Incident

Ever notice the type of farmer that drifts into the store and says that he's just waiting for his wife and don't want to buy anything? Ever notice the type of dealer who looks at him as much as to say "What in Hades are you taking up space for, then?" When a farmer comes in to look around he has something on his mind. He may want a social chat, but a real salesman can steer the war news on to the wagon question. Don't make the mistake of not showing the man who don't want to buy a very cordial welcome.

### Personal

J. O'Brien has sold out his harness business at Sidney.

George Buckland is a new harness merchant at Darlingford.

The Richer Auto Top Co. has discontinued operations in Edmonton.

G. W. Brummel has retired from the Cartercar Company at Moose Jaw.

G. M. Muiers has discontinued his livery and implement business at St. Gregor.

N. A. Brown, Melita, has sold his garage business at that point to W. Hutchings.

Philip Gaudry has discontinued his garage and repair shop business at Verwood.

J. C. Vincer is a new implement dealer doing business in the town of Yellow Grass.

Orr & Ellard recently suffered a considerable fire loss in their garage at Ponteix.

A new auto tire concern incorporating at Edmonton is known as L. D. Jenkinson Ltd.

A new concern recently incorporated at Brandon is known as the McGregor Motor Co.

G. Buhler, a manufacturer's agent, recently commenced business in the town of Herbert.

Joseph Glenn is retiring from the implement firm of E. L. MacVicar & Co., at Indian Head.

C. Inglis has discontinued the implement business which he formerly carried on at Tilney.

The Kelowna Implement Co., Kelowna, has ceased operations at that center in British Columbia.

The stock of L. L. Morrow, an implement dealer at Lumsden, has been sold out by public auction.

The business at Edmonton, known as the Edmonton Gasoline Lighting Co., has changed ownership.

C. E. Haile has opened a new implement business at Lestock. We wish him success in his latest venture.

L. Howell has purchased the garage and repair business at Virden, formerly run by Arnold & Smythe.

H. B. Hartley has bought out the implement business at Lampman, formerly owned by John Hewitson.

The Western Motor Co., Maple Creek, has sold out its interests at that point to a firm named Reddick & Johnson.

U. G. Orendorff, secretary and treasurer of the Parlin & Orendorff Co., Canton, Ill., left Canton recently for his winter home



in Pasadena, Cal., where he will spend several weeks with his family.

McKenzie & Wright are a couple of implement men who have commenced operations in the town of Neville.

C. B. Wilson, an implement dealer in Radville, has added a blacksmithing business to his interests at that point.

D. B. McRae, who carried on a livery and implement business at Minitonas, has sold out to a dealer named Thomas Leaford.

The Neeley Rotary Engine Co. of Canada was recently incorporated in Toronto, having an authorized capital of \$200,000.

W. B. Henderson, a harness dealer at Wolseley, has sold out his business at that point to a dealer named W. J. Merrifield.

C. A. Conydon, an implement and harness dealer at Newdale, has sold out his harness business to a dealer named J. Blaikie.

John McCurdy recently opened an implement business in Heward. We wish John every success in his venture at that point.

F. W. Miracle who carries on a coal and implement business at Hazenmore, has sold out his implement stock to Wylie & Andrews.

The implement firm of Haile & Nicholson, Leross, has been broken up. In future N. Nicholson will have the sole control of the business.

H. D. Mewhirter, manager of Gutta Percha and Rubber, Ltd., Winnipeg, recently returned from a month's visit to points in the U.S. and Eastern Canada.

Galbraith & Speers, implement dealers at Vernon, are reported as having bought out the Palace Livery stables at that point in British Columbia.

W. A. Eaglestone, a retail implement dealer at Readlyn, has increased his business by adding a line of hardware. We wish him success in his new line.

Our old friend, John Herron, manager at Winnipeg for the Macdonald Thresher Company, recently paid a visit to the head office and factories of his firm, at Stratford, Ont.

President J. B. Bartholomew, of the Avery Company, Peoria, Ill., states that forces will be put to work rapidly after the first of the year, and that the factory will give steady employment to 1,000 men.

The Russell Motor Car Co., Toronto, has amalgamated with the Willys-Overland Co., the new

incorporation having a capital of \$6,000,000. T. A. Russell, of the Russell organization, will be vice-president of the new company.

C. H. Whittaker, secretary and general manager of the Goold, Shapley and Muir Co., Brantford, Ont., recently paid a business visit to Winnipeg and Regina. Mr. Whittaker is greatly impressed by the trade possibilities in the West following the record crop of 1915.

We are glad to note that C. H. Whittaker, the popular manager of the Massey-Harris Co., Winnipeg, is back again at his desk after a fourteen days' bout with la grippe. The latter is no entertaining Christmas gift, and we are glad that Mr. Whittaker has shaken it off.

T. R. Scott, western manager at Calgary for the Goold, Shapley & Muir Co., Brantford, Ont., was a recent business visitor to Winnipeg. Mr. Scott is very optimistic as regards business conditions in the West during the year, and looks forward to big sales for the product of this company.

J. Sandison, president and manager of the Adams Wagon Company, Brantford, Ont., recently paid a visit to the Cockshutt Plow Company, Winnipeg, which concern handles the well-known Adams goods. Mr. Sandison was favorably impressed with the western trade outlook for 1916.

D. N. Jamieson, manager of the R. A. Lister Co., Winnipeg, recently returned from a visit to the headquarters of the Lister organization in Toronto. He foresees a big season for the products of his company this year. While east, Mr. Jamieson renewed old acquaintances with his many friends in Ontario.

The Moline Plow Co., Moline, Ill., has purchased the manufacturing rights, patents, trade marks and good will of the Universal Tractor Mfg. Co., Columbus, Ohio, and the line will hereafter be made in the Moline Plow plant, at Moline. The Universal is a light tractor for general work.

In our last issue, owing to an erroneous report from a mercantile agency, we stated that W. J. Chinner, Minnedosa, had disposed of his business at that point. We are glad to state that Mr. Chinner assures us he has no intention of taking this step, and we trust that he may have continued success in his implement and automobile business at that point.

I. J. Haug, manager of the Canadian Avery Company, Winnipeg, is at present on a business visit to the head-quarters of the Avery Company, at Peoria, Illinois. Mr. Haug will spend some ten days at the factory looking

into the supply of goods for the West Canadian trade. He looks forward to a record season for Avery products during 1916.

Stanley Maw, of the firm of Joseph Maw & Co., auto distributors at Winnipeg, paid a visit to Los Angeles, Cal., during the Christmas holidays. Mr. Maw, Sr., is spending the winter in Los Angeles. In the Maw building, C. Percy Anderson is so busy selling new models of the Reo car that he almost forgot to go home for the Christmas turkey.

Fred J. Weed, Winnipeg, western manager for the De Laval Dairy Supply Co., went east during the festive season, paying a visit to his mother at the old home in Troy, N.Y. On the westbound route Mr. Weed stopped off at the De Laval head-quarters in New York City, also visiting the De Laval factories at Peterboro, Ont., and the Chicago office of the company.

During the holiday season the Western branch managers of the Cockshutt Plow Co. met at the Winnipeg headquarters, where a consultation was held with E. A. Mott, Western general manager. The policy for the coming year was fully discussed, and all are looking forward to a banner year for Cockshutt goods. The following gentlemen were present: John Adams, Saskatoon; G. S. Harold, Regina; L. E. Glover, Calgary; and F. Pickles, Edmonton.

The Gray-Dort Motors Ltd., is a new concern, incorporated at Chatham, Ont., with a capital of \$500,000. This company will manufacture the car that is now made at Flint, Mich., by the Dort Motor Car Company. Among the officers of the company are: Robert Gray, president; W. M. Gray, vice-president; and Manson Campbell, director. These gentlemen are well known in the vehicle world as officials of Gray-Campbell, Ltd., Moose Jaw and Winnipeg.

A. E. Donovan, the popular manager of the Cushman Motor Works of Canada, Winnipeg, recently paid a visit to the factories of his company at Lincoln, Nebraska, also visiting companies who manufacture goods for the Cushman organization at Chicago and Minneapolis. While at Lincoln Mr. Donovan arranged for the supply of the exceptionally large number of Cushman engines already ordered, and in view for assembly with the combination threshing outfits manufactured by the company. He predicts a very heavy demand for the "Lincoln" individual outfits for the 1916 harvest. Mr. Donovan was away from his desk for over a fortnight.



### IS A GOOD PROFIT LINE

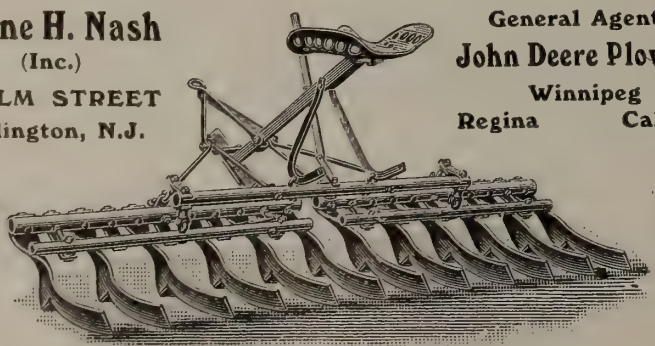
You will profit liberally by co-operating in our selling plan. A number of best territories are open. We are the only manufacturers of genuine "Acme" Harrows, already well known to your customers. "Acme" quality, "Acme" reputation, and our strong advertising campaign in your territory, will help you. Your customers will surely want "Acme" Harrows.

Apply at once for the "Acme" agency for your locality.

**Duane H. Nash**  
(Inc.)

10 ELM STREET  
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General Agents:  
**John Deere Plow Co.**  
Winnipeg  
Regina Calgary



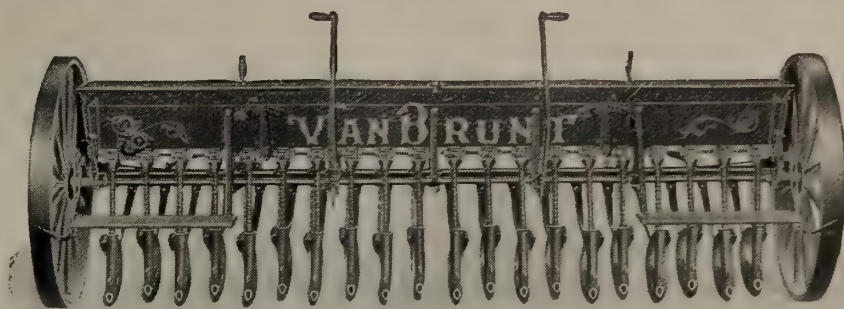
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One of the  
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"Acme"  
styles



# SELL THE LINE OF QUALITY

## THE UP-TO-DATE LINE

Why buy an imitation when you can get the original at a fair price

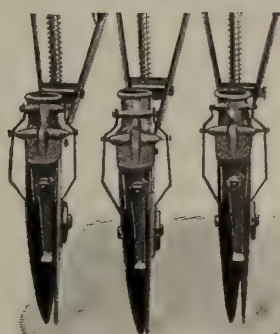


The Drill that is right! Feeds right, and gets the right results!

The Only Reliable Drill—The VAN BRUNT—Single, Double Disc or Shoe

### DEALERS!

See that your Contract calls for the Van Brunt Drill. Do not fall for "Just as good"



Showing Double Disc Van Brunt Drill Attachment

### DEALERS!

If you have not received our 1916 Folders, drop us a card, and we will supply

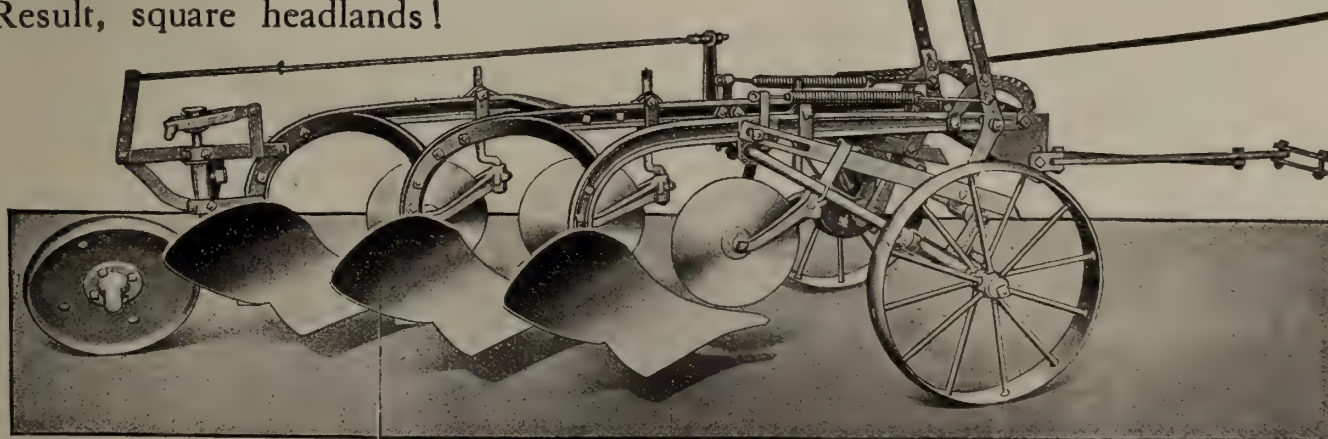
## A REAL ONE-MAN TRACTOR PLOW

For Which There are Many Prospects in Your Community—  
And Easier to Operate than Falling Off a Log

### Easily Sold—Because:

It has simple and effective Power-Lift that raises all the bottoms high and level!  
Bottoms raised or lowered in only 14 inches of ground travel!  
Result, square headlands!

Hitch adapted to any style of Tractor!  
Flexible Front Truck!  
Furnished in two or three bottoms!  
Stiff hitch—you can back this plow!



Equipped with John Deere Quick Detachable Share

The John Deere Pony Tractor No. 3. Pull the rope to lift, pull again to drop. (Illustrates High and Level Lift)

# John Deere Plow Co., Limited

Winnipeg Regina Saskatoon Calgary Lethbridge Edmonton



## Saskatchewan Dealers Form Association

### Convention to be Held February 1 and 2

It is with pleasure that we report the formation of a provincial retail implement dealers' association in the province of Saskatchewan. During the closing week in November a large number of dealers met in Regina, holding a meeting which went with a zest and enthusiasm characteristic of Saskatchewan.

A provisional organization was formed, and provisional officers elected. The basis of a thoroughly strong provincial body was built, and a good start given to association work in the province.

In the call issued by the gentlemen who got the Saskatchewan Retail Implement Dealers' Association under way, they point out the great necessity of organizing a live working organization for the betterment of implement dealers throughout the province. There are over 1,500 implement dealers in Saskatchewan, and the volume of business done by them each year amounts to millions of dollars.

All other tradesmen have some representative organization. The general store retailers, the Grain Growers, the threshermen, the labor unions, the blacksmiths—every line is organized.

Why should the retail implement dealers in the province remain without organized representation? The implement dealer is the responsible man in the chain of commerce that connects manufacturer and consumer—between the producer of farm machinery and the farmer who uses it. The manufacturer and farmer can not get along without the retail dealer.

Do we realize our importance? We only ask and demand fair, equitable business principles.

#### A Hearty Response

In answer to this call for dealers in Saskatchewan to wake up, a large number of dealers met at the Grand Hotel, Regina, on November 25th. It was unanimously agreed that a provincial association be formed. Provisional officials were elected as follows:

President, Hugh Rorison, Moose Jaw.

Vice-Pres., H. E. Meilicke, Saskatoon.

Board of Directors, A. D. Anderson, Maple Creek; E. J. Davis, Asquith; H. E. Meilicke, Saskatoon; W. J. M. Wright, Regina; W. E. Buffet, Expanse.

Secy.-Treas., J. A. Rollefson, Swift Current.

Organizer, L. L. Colby, Moose Jaw.

The membership fee decided upon by the meeting was \$10.

On looking over this list of officers, dealers in Saskatchewan must realize that they have had an organization tentatively formed by a very strong body of implement men. Each individual is prominent in his community, and each recognizes that as individuals implement dealers can do nothing, while as an organization they can make themselves heard in no uncertain way. Not only will remedies be found for the great many abuses incidental to the implement business, but generally a better tone will be given to the calling and a spirit of unanimity and brotherhood fostered which will go far towards improving present conditions, and bringing the retail implement trade in the province up to a level heretofore unknown.

The provincial organizer, L. L. Colby, Moose Jaw, was for many years with the Cockshutt Plow Co., and he has a particularly comprehensive knowledge of the evils from which the retail implement trade in the West suffers, and of the great benefits which will accrue through the formation of a strong, sound business organization of implement dealers.

Each of the members at this organizing meeting assessed

themselves \$10 to finance the project, and to get the association going. These men consider that money the best investment which they have ever made. In Saskatchewan the association states that there are 540 towns where farm machinery is sold, and some fifteen hundred retail implement dealers engaged in the business.

#### Wake Up Saskatchewan!

Implement Dealers in Saskatchewan: Already many of you have received letters from the president and secretary of the Saskatchewan Retail Implement Dealers' Association. Did you read them and realize that an opportunity was offered you to participate in a step which will do more than anything else to benefit your business individually and collectively. Or did you file those letters and forget them?

Many dealers who may not have been communicated with are now presented through our pages with an opportunity to avail themselves of this chance to get together, to build an organization for the common good of the retail implement business.

The sum of ten dollars is nothing compared with what membership will mean to you and your business. Already laws have been made in your province which make business doubly hard for you. Can you alter these laws by individual protest? No! But by binding yourselves into a strong, harmonious organization you can—and will—alter conditions in the retail implement trade of your province. Already the Saskatchewan association has justified its existence; it has been of considerable value to many retail implement men. Surely you recognize the necessity for such an organization. In Western Canada over fifty thousand farmers are banded together in a great agricultural organization. Are those farmers mentally superior to the implement dealer? They realize the power which they can wield as a united organization. Already they have shown us what they can do. Let us see what implement dealers can do!

#### A Call to Convention

On Tuesday and Wednesday,

## TO OUR IMPLEMENT FRIENDS

FOR each one of us to make this year prosperous we must watch the profits. It is the profit on the small things that will count. That's the value of handling specialty lines.

We are in a better position this year than ever to make your profits for you—if you will give us the chance.

### OUR PROFIT MAKERS

**Ironed and Painted Buggy Poles**

**20th Century Shafts**

**Wagon and Carriage Doubletree Sets**

**Cutter Gears**

**Wagon Reaches, Painted and Ironed**

**Wagon Tongues, Finished and Painted**

**Bolted and Fitted Duplicate Plow Shares**

**Binder and Mower Parts**

**Wagon Jacks, Oil Cans, and many other paying specialties**

*Our Salesman will call on you in due time, and if you will but give him a few minutes of your time—and an order—you will be the one to reap the benefit*

**D. Ackland & Son, Limited**

THE  
BEST  
PLACE

Calgary  
Edmonton



65-68 Higgins Ave.  
Winnipeg

THE  
BEST  
GOODS

**STOVEL**  
COMPANY  
Limited.

the high-classe  
Engravers  
WINNIPEG.

PHONE G.1600.





February 1st and 2nd, 1916, a convention of the Saskatchewan Retail Implement Dealers' Association will be held, with headquarters at the Grand Hotel, Regina. Will you be there?

At this convention permanent officers will be elected for the coming year. By-laws and a constitution will be adopted. Matters of reform for mutual benefit will be brought forward. The Saskatchewan Association wants every dealer from all over the province to be present. Come to Regina! Express your views. Register your wants. Let us get together to eliminate a majority of the evils in connection with our business. With a sound business organization we will be on an equal footing with other retailers, other trades, and with organized agriculture. Collectively we can accomplish measures which will be impossible by individual effort. The retail implement business will be revived and placed upon new and more sound lines. As an organized unit you will be on a par with other callings. Your business and good will shall be worth its intrinsic moral value. Surely these things justify your attendance and attention? The membership fee of \$10 will be only a small investment which will pay you the biggest

dividend in trade prosperity you have ever had.

#### Features for Consideration

Do not discourage the originators of this movement by neglecting this call to arms. We have much to do, much to consider. Provincial legislation; buying and selling contracts; standardization; crowding of territory; the farm tractor business; the question of reducing credits; the placing of all business more nearly upon a cash basis; the co-operative purchasing movement; good roads; mutual insurance possibilities, and so on. All those, and many other subjects, deserve our consideration. Come to Regina and lend your support to this movement for placing the retail implement business upon a higher plane of efficiency.

In the United States, practically every western state has shown what can be done by retail implement dealers' associations. These state organizations have been accorded the hearty co-operation and support of wholesale and manufacturing interests in the trade. They have proven, by bigger and better business, and by the elimination of many detriments to the retail trade that association is, to the implement dealer, an unmixed blessing. Each year these American dealers' associations grow in

strength and importance. They have justified the claim that "to the retail dealer belongs the retail trade." May we look for a similar growth in Western Canada? If success is to be attained, every retail implement dealer must put his shoulder to the wheel.

#### Little Things

It is a misconception that the people of Servia are known as Serviettes.

The man who wants to get out of the implement business because he's in it won't be greatly missed anyhow.

In times of despair think of the implement man who never cusses, never hollers, but hands out smiles and gets back dollars.

One of these days some bright B.S.A. will graft dough nuts on to rubber plants and grow automobile tires.

You can hitch your business to worse things than a good light tractor.

Certain parsons in Saskatchewan have stopped using the phrase — "from Dan to Beer-sheba." They consider the last word derogatory to the cause of temperance.

Some soldiers, we saw recently were full of the spirit of patriotism, while around the festive sea-

son some were full of the spirits of Hiram Walker.

A man may have an iron will without being pig-headed.

A great advantage of having a wooden leg is that you can hold up your socks with carpet tacks.

It's a touching tribute to modern competition that an implement dealer will give \$25 credit to a farmer when he would die rather than lend a five-spot to him.

It's seldom that a firm can ruin the credit of a whole nation, but a concern known as William & Co., did it very effectively in Europe.

The estimated number of patents for small tractors for the year 1916 is announced by a statistical fiend to aggregate twenty-two thousand.

N.B.—The above foolishness was penned by the editor during a few days hilarity, which resulted from a subscriber absent-mindedly paying his subscription. A kick and a hint are at times the same thing.

#### Quite Suitab'e

Jones—"I hear that our friend Lushby has been presented with a daughter. What have they called the child?"

Smith—"Oh, they called her 'Rosie,' I presume after her father's nose."

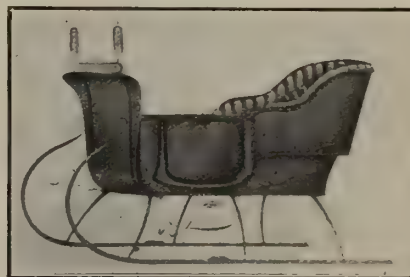
## This is Your LAST OPPORTUNITY to Secure the Famous McLAUGHLIN CUTTERS this Season

We still have on hand a limited supply of the following numbers. Send your Order at once!

Nos. 15, 200, 217, 202, 246 $\frac{1}{2}$ , 323 and 338

## Take Advantage of this Exceptional Cutter Offer

For nearly Fifty Years McLaughlin Cutters have been the choice of the Canadian Farmer



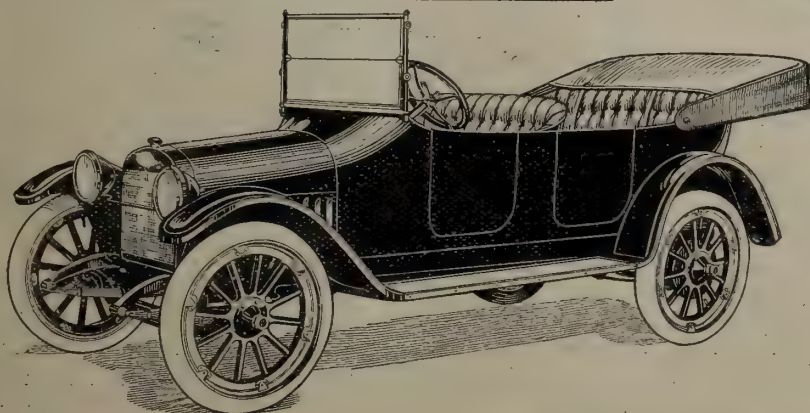
McLaughlin Automobiles—1916 Models. "Every One a Six"

30-35 H.P. 40-45 H.P. 50-55 H.P.

Prices, \$1,085 to \$2,150  
f.o.b. Factory



Each car has the famous McLaughlin Valve-in-Head Motor. Great Reserve Power. 5 and 7-passenger Touring Cars and Runabouts. Finely finished and upholstered



Why Not Sell McLaughlin Cars this Year!  
Reasonable in Price, they outclass any other Car.

## McLaughlin Carriage Co., Ltd.

204-212 Princess Street

Winnipeg, Man.

Head Office and Factories: OSHAWA, ONT.

Western Branches:

REGINA  
CALGARY

EDMONTON

SASKATOON

VANCOUVER



## Developing a Light Tractor Plow

There has been a vast amount of publicity given to the light tractor, to its development and achievements, its successes and failures; but one thing generally overlooked is the development of the light tractor plow, applicable to the farm where a light tractor is used. The writer was recently conversing with a farmer who has plowed Manitoba soil for forty years. This farmer said:

"I believe that I can quickly enough make up my mind on a light tractor, one that will pull two or three bottoms. I can get all the information I want on these machines, but what I want to see is a really good light tractor plow."

Every year we will see more light tractors used, with the usual fact that only the most efficient machines will maintain their place on the market. The farmer will work his horses and himself less—and his rocking chair more! He will have more leisure time, and his breaking will be easier—but he will have to have a plow as efficient in performing its functions as is his tractor. The small tractor, and the small power plow, will go a long way in Western Canada toward making the small farm as profitable as the large farm.

They say that history repeats itself. This being so, we cannot wonder at the fact that the firm bearing the name of the man who gave agriculture the first steel plow—the John Deere Plow Co.—should have shown to the farm machinery market a wonderful development of the light power-lift plow for use with the small general purpose tractor.

Some time ago the John Deere Pony Engine Plow was produced by this notable plow concern. It was a four bottom plow, easily convertible into a three or a five-bottom machine. One man oper-

ates both engine and plow, the lifting lever being operated from the tractor platform. Turf and stubble or breaker bottoms with deep suck detachable shares were used. As well as the lifting lever, a leveling lever is supplied to level the plows. A special feature in this plow is the jointed handle of the lifting lever, which may be folded back out of the way of the engine. Combined with a small tractor, this plow makes a very handy and economical outfit. The plow is leveled and the rear shoe set for plowing; then all that the engineer-plowman has to do is to attend to the tractor and raise his bottoms when the land is finished—without leaving the engine. Powerful springs make this action so easy that a lad can accomplish the lifting, while the bottoms have a very high lift. By means of a blind beam one bottom can be removed; while to use five bottoms a fifth beam and bottom can be quickly bolted in place.

The second stage in development of the pony engine was the No. 2 Deere Engine Plow. Regularly constructed as a three-bottom plow, this implement can be reduced to a two-bottom, or increased to a four-bottom as desired. The power-lift gave a new feature in design. A simple, quick and positive power lift is given from the tractor platform by a rope. To raise the plows the operator pulls the rope, throwing the lifting mechanism into gear. The traction on the wheels raises the plows and automatically levels them. Rising front first, they are clear of the ground in the remarkably short space of fourteen inches of forward travel. When released, the plows sink point first, at once taking their full depth of cut. Unusually high clearance between the front furrow wheel and bottom, and between beam and point of share,

insures clear turning and no accumulation of trash. With the No. 2 pony plow a semi-floating front truck allows the land wheel to follow surface irregularities without affecting the depth of cut, while the slightly staggered furrow wheel hugs the furrow bottom. The wheel base is unusually wide, and both wheels give the traction impetus for lifting the bottoms. A stiff hitch, with a wide range of adjustment, makes backing up of this plow an easy matter.

But the last word on the development of the John Deere pony plow is the No. 3 machine. As well as the power-lift device, actuated by pulling the rope a very simple and effective system of leverage at once raises all the plows high and level at the same time. The rear plow rises as high as the leading bottom—like a double bail lift horse plow. Another pull on the rope and the plows immediately start work. As in the No. 2 plow, the raising or lowering takes place in fourteen inches of ground travel. The result, as any dealer can see, is square headlands. The exceptionally high and level lift eliminates the cutting of ridges when crossing or turning on plowed land, while at the furrow ends digging in or clogging with trash is impossible. For road transportation this high and level lift is obviously a very valuable feature. As in the No. 2 machine, the flexible front truck gives the desired results, while the stiff hitch allows backing. The No. 3 plow is regularly equipped with two bottoms, an extra beam and bottom can be quickly attached to suit soil requirements.

In construction, these pony engine plows are of great strength and durability. The beams are extra heavy, of the same material and strength as those used on the large Deere power plows. Double bracing prevents springing, while a strong clevis frame is hitched direct to the engine draw bar. The clevis, hitch, levers and ratchets are all steel, in fact the steel construction throughout gives a rigidity of design that makes for enormous strength and durability.

All the John Deere pony engine plows are equipped with the famous Deere quick detachable share, which reduce to a minimum the time required to change shares. By removing one nut the share is detached. No weakening is possible, as the result of a series of bolt holes. Resharpened or sprung shares can be drawn into place—no drift punch is required. The quality and finish of Deere shares is too well known to require comment, but any practical farmer appreciates the immense saving of time in changing shares—when

time is of prime consideration. These shares are, of course, supplied in either stubble, turf and stubble, rod or breaker bottoms.

Here, then, briefly will be seen the development of a light tractor plow, from leverage and muscle power to the simple pulling of a rope. Tractors are not yet automatic in action, and it would seem that such plows, which practically require no attention beyond setting, are a boon to the plowman, allowing him to concentrate his attention on the power plant. Interested dealers can, by mentioning this journal, obtain full information regarding these lightweight, high-lift plows by writing the nearest branch house of the Deere organization.

### Curlers—Take Notice

During the annual Bonspiel at Winnipeg, which opens on February 8th next, a special Trade Promotion week will be a feature in Winnipeg business. At the Industrial Bureau, Main street, a special exhibition of Winnipeg made goods will be made, while all mercantile and manufacturing concerns in the city will during the Bonspiel make special publicity and display efforts.

It is stated that the 1916 Bonspiel in Winnipeg will eclipse any former effort in this direction, consequently Knights of the Broom will have something worth while to look forward to. Implement dealers, many of whom are enthusiasts over the gentle art of "sooping her oop" will have an excellent opportunity of combining business and pleasure by paying a visit to Winnipeg during the Bonspiel. When in the city we will be glad to see any western dealer who cares to call. The following verses indicate the spirit of curlers in Winnipeg:

#### Bring Yer Beesom!

Come a' ye jolly curlers,  
Ye mighty men an' strang,  
We're gaun tae hae a Bonspiel,  
Sae bring yer stanes along.

Frae North an' Sooth we want ye,  
An' ilk frae East an' West  
A rare, warm welcome waits ye—  
An' the ice is o' the best!

Come freens frae Manitoba,  
Alberta, an' B.C.  
Come curlers frae Saskatchewan,  
The 'Peg will welcome ye.

We'll chip the winner, lay a gaird,  
An' soop her oop fu' weel.  
Sae bring yer bonnets, rocks an' brooms  
Tae Winnipeg's Bonspiel.

Half of greatness is grit. When intelligence is backed up by the determination not to back down, the only thing under the sun that is impossible is something that can't be imagined.



## SMASH COMPETITION!

You can do it by getting the Agency for the famous Lister line. Something seasonable? We have it!

### LISTER GRINDERS

Made especially for Canadian conditions. We guarantee it to grind more feed on the same power than any grinder of the same size sold. Great capacity—easily driven—never clogs. Handles all feeds with equal success. Strong reversible plates—worm force feed. Bagger attachment if desired. Sold with or without base.

#### ASK ABOUT OUR

Lister Gasoline Engines, Electric Light Plants, "Canuck" Gasoline Engines, Lister Milking Machines, Grinders, Saws, Pumps and Cream Separators.

**R. A. LISTER & CO., LTD.**  
WINNIPEG, MAN.

Toronto, Ont. St. John, N B.



## Seed Cleaning Machinery

At the present day the question of seed selection is one of paramount importance. Luther Burbank, the world's greatest seed authority, said that if the yield of wheat in the United States was increased one grain in each head the result would be an increase in the annual wheat yield of that country of fifteen million bushels annually.

Seed growers, practical farmers, and experimental stations are all proclaiming benefits to be derived by proper care in selecting different seeds, and a little study on the part of the dealer will soon enable him to be an authority in his locality. Farmers will come to him for advice; this opens up a market for many implements. The dealer comes in contact with the most progressive farmers, and it is an easy matter to show them why they should have good graders and cleaners.

It is a waste of time, soil and energy to sow small, light or shrivelled grain, and the use of a good seed cleaner and grader will do much toward crop improvement on any farm. Experimental stations have shown that heavy seed produced as much as 5 bushels more to the

acre, in cases a 36 per cent greater yield than with light seed. This is also true of oats and all grass seeds.

The main feature of having a good grader and cleaner, is to secure uniformity in the size of kernels, and weigh them to their standard test or better. This is the most correct and practical method of selecting sound, perfect seed.

It is a simple matter when a good grader is used, and the dealers who will investigate the merits of these machines will readily see what a big profitable field is open to them.

It is essential that the dealer be familiar with the operation of the grader and cleaner, and he should be careful in his choice of the machine which he sells. As soon as he becomes interested in the proper care and selection of seed he will quickly realize why some dealers have in the past made big profits in furnishing graders and cleaners in their territory. In these days of modern machinery a good grader and cleaner should be on every farm. The prices are such that any farmer can afford one, and a few arguments will easily convince

the prospective purchaser that he is saving a lot of money annually by having a machine of his own to properly clean and grade the seed for his crops.

### The Standardized Tractor

"Never in the history of the internal-combustion engine has the cry for standardization been as great as it is to-day. This applies both to farm engines and tractors. Probably no industry has any greater future than that of the tractor, provided the manufacturers awake to their opportunity and put a stop to this freak construction. The buyer, the farmer, will not long stand for the freak devices which are being put off on him," says H. R. Brate, secretary of the National Gas Engine Association.

"In other words, will he stand having the experimenting done at his expense? Moreover, when he gets ready to buy a tractor it is confusing to him to know which it is better to buy a four wheel, two wheel or a one wheel drive. Same with the motors, running as they do from one to six cylinders. The farmer is alive to the fact that he must replace horseflesh, to a certain extent, with gas power,

but when he pays his good money, he wants something that is going to stay by him and earn at least as much for him as his horses. He has already stood for many freak ideas, and has not greatly complained, but is he going to continue? We believe not."

### Fires in Saskatchewan

During the third quarter of 1915 there were 96 fires reported to the Saskatchewan fire commissioner, the total loss amounting approximately to \$120,221.33. Lightning was the most common cause, 27 fires arising therefrom. Twenty-three fires were from unknown causes. Among the different classes of buildings affected or destroyed were: Dwellings 36, barns 21, implement stores 5, hardware stores 1, warehouses 5. The construction of the various buildings gave no report in 13 cases, but 1 was of concrete, 77 frame construction, 8 of brick and 4 metal clad. The total losses on live stock killed by lightning was \$3,296.15. It is pleasing to note that the fire loss in the province for July, August and September are a great deal lower than during the first two quarters of the year.

Hitch up to a good tractor.

## The Christiansen Boss Wood Harrow



### A LINE THAT WILL MAKE MONEY FOR YOU

The Christiansen is the last word in drag harrows. Note the strong, riveted teeth of diamond-shaped steel. Each tooth set in square machined hole. Bars cannot split—teeth never loosen. Cutting edges of teeth in line of draft. Wood stock is select green cut oak—superior to the ordinary make of harrow. Strong, malleable low-down clevis. This is a harrow you can sell in your district. Its design, strength and durable qualities appeal to every farmer.



### The Christiansen Snow-Shoe Harrow Cart

A Strong, simple and cheap harrow cart of special design. Supplied with every harrow order if desired.

### Handle Plow Attachments This Year

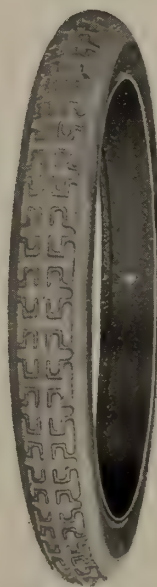
Christiansen harrow and packer attachments are the only successful plow attachments made. For six years they have proved superior to all others. There will be a great demand for plow attachments this year. Why not investigate the Christiansen line RIGHT AWAY. You'll find it a money-maker. Our special slant tooth weeder harrows are winners. Work with regular harrow draw bars, and are a perfect weed eradicator.

WRITE TO-DAY FOR PRICES AND FULL PARTICULARS OF THE CHRISTIANSEN LINE.

**THE CHRISTIANSEN HARROW WORKS**  
331 Austin Street Winnipeg, Man.

## "Maltese Cross"

### NON-SKID TIRES



This shows the latest addition to the "Maltese Cross" family—

### "PARAGON"

A Pattern Tread at a Moderate Price

**Gutta Percha & Rubber, Limited.**

Fort William Winnipeg Regina Saskatoon  
Calgary Edmonton



### The Advance-Rumely Small Farm Tractor

As pioneers in the gas tractor business, the Advance-Rumely Co. should have an intimate knowledge of the many problems which confront the manufacturer of a tractor to meet all ordinary tractor needs. Much time and experiment has been given to developing this new small farm tractor, and the company have departed from the two drive wheel construction, producing, along original lines a single drive tractor so constructed and operated that it should be very adaptable to the small sized farm. Two models are made, a two plow tractor rated 8-16, and a three plow tractor rated 12-24.

The plows are mounted so as to run directly in line with the pull of the drive wheel, and all three

wheels are on unplowed ground—a patented feature in the machine. The plows are at all times in the operator's line of vision, so that every minute he knows how the plows are working, while the plows are equipped with an automatic lift. With the new Rumely the manufacturers claim that plows can be backed, short turns made and square corners cut.

When the tractor is used for discing, drilling, hauling, etc., it is run in the opposite direction, bringing the drive wheel on the left hand side. The reverse action is

secured by simply swinging the seat around, at the same time steering and full control remaining the same. The plows and plow frame are detached by pulling out a couple of pins. A reliable four cylinder automobile type engine gives power, being of a heavier construction than the ordinary auto or truck engine. Accessibility is a strong feature in the design of the engine. Except the bull gear in the drive wheel, all gears are of steel with machine cut teeth, gears being encased and running in oil. The bull wheel is of cast steel, also encased in a oil bath.

The control of the entire outfit and mechanism is from the operator's seat. The clutch lever, and lever to control depth of plowing, the spark and hand throttle, and the trip mechanism for plows are all at the hand of operator. Roller bearings are used throughout the new Rumely tractor, while the frame is of rigid I-beam construction, strongly designed and braced. This new machine should be investigated by dealers who recognize the broad field and profit that awaits the small tractor proposition. Full particulars will be given dealers who write the company at La Porte, Ind., mentioning this publication.

### Chalmers Cars

The Chalmers Motor Co., of Detroit, are cutting a wide swath in automobile sales with their Six-"30" and Six-"40" cars, 1916 models. Sound engine design has always been a feature of the Chal-

Canada. For a car selling at under fifteen hundred dollars it has a perfection in mechanical finish and appearance unequalled in a low priced car. The motor in the Six-"30" has a  $3\frac{1}{4}$  in. bore by  $4\frac{1}{2}$  inch stroke, developing 45 horse-power. The engine is of the most improved L-head design, with six cylinders and made up to the usual standard of quality of the Chalmers factories. Its tremendous reserve power gives it the greatest efficiency in traversing even the roughest country. The Remy system of ignition is used. The distributors for the Chalmers cars are Joseph Maw & Co., Winnipeg, from whom dealers will receive full and complete informa-

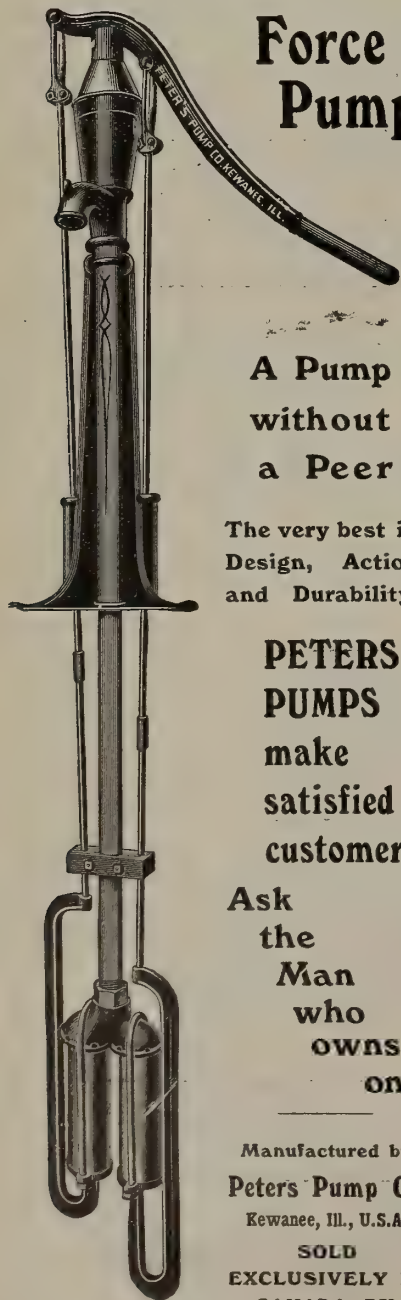


Top:  
Rumely  
"12-24"  
Plowing  
in  
Stubble.  
Bottom:  
Rumely  
"8-16"  
Reversed  
Drive  
with  
Discs



### Peters Double Cylinder

### Force Pump



A Pump  
without  
a Peer

The very best in  
Design, Action  
and Durability.

PETERS  
PUMPS  
make  
satisfied  
customers

Ask  
the  
Man  
who  
owns  
one

Manufactured by  
Peters Pump Co.  
Kewanee, Ill., U.S.A.  
SOLD  
EXCLUSIVELY IN  
CANADA BY

Tudhope Anderson Co., Ltd.  
Winnipeg Regina Saskatoon Calgary  
Write nearest Branch House for Particulars



### Mr. Dealer Cater Can Sell You

Wood or Iron Pumps cheaper than  
any one in the West.

Get His Prices Before You Order  
Brandon Pump & Windmill Works

Brandon Man.



mers product, and the motor in the Six-"40," of the valve-in-head type, is a triumph of engine design. With six cylinders of  $3\frac{1}{8}$  inch bore and 5 inch stroke, this engine develops 40 h.p. The valve-in-head design means that the gas is concentrated over the piston head, giving the full force of the explosion, while in the lay out of the valves perfect water cooling is given. The entire valve mechanism is accessible by simply unscrewing eight nuts. With left hand drive, the seven-passenger Chalmers body is the last word in beauty and comfort. Deep upholstery is a feature, while a splendid spring system gives the Chalmers Six-"40" unusual riding qualities.

The Chalmers Six-"30" promises to have a wide popularity in

tion upon request. The Chalmers should be a good agency.

### N. G. E. A. Notes

The Data Committee of the National Gas Engine Association has compiled a series of data sheets which should prove of great informative value to all interested in gas power and its application. In six or seven bulletins such points are covered as: Ensilage, silos, costs of silos, cutters, etc. Association standards and engineering data. Feed grinders, shellers, various types and makes, and their power requirements and capacity. Hay presses and power pumps, outlining types of pumps for all uses. Electric lighting outfits, ignition systems, wiring diagrams and estimates of installations. Creamery equipment, churns, separators, butter mixers, etc. The complete series will compose a handbook of material of the greatest benefit to any dealer in selling farm power equipment. They are compiled from the most authoritative sources, and are absolutely correct.

Farmers demand cash. Why shouldn't the dealer?



The best dealer  
proposition in  
the tractor field  
today—

CANADIAN THRESHERMAN AND FARMER



## Announcing the Rumely "8-16"

\$1050.00 Cash, <sup>f. o. b.</sup> Winnipeg

Just what you have been waiting for—a one man, all purpose, small farm tractor that will efficiently and economically handle your plowing and other jobs—drawbar or belt. And it is built and backed by a company that knows how.

### One Man—One Machine

This is strictly a one-man outfit—the construction couldn't be simpler or the control easier. Tractor and plows are combined in one machine, and the control of the entire outfit and mechanism is from the operator's seat. At your hand are the clutch lever, the lever to control the depth of plowing, the spark control and hand throttle, and the trip for raising and lowering the plows.

You can back up with your plows, make short turns and cut square corners. The tractor handles like an automobile.

### You Watch the Plows

Notice the arrangement of the plows—directly in the operator's line of vision at all times. With this rig you plow just the same as with a horse gang and you know how the outfit is working every minute. The plows are automatic lift, and hitched directly behind the drive wheel so that all three wheels are on unplowed ground.

### For Other Jobs

For tractive jobs other than plowing the tractor runs in the opposite direction, bringing the drive wheel on the left hand side. The reverse action is secured by simply swinging the seat around—at the

same time steering and full control remains the same. When used for other than plowing, the plows and plow frame complete are detached—merely pull out a couple of pins and the plows are free.

### Note These Features

**Control**—Full control from the operator's seat—clutch, depth lever, raising and lowering the plows, spark, and hand throttle.

**Enclosed Gearing**—Every gear is a steel gear, and all are cut gears, excepting the bull gear in drive wheel. All gears are encased and running in oil, including the bull gear—no chance for sand or grit.

**Roller Bearings**—Roller bearings exclusively are used throughout—Hyatt bearings in the transmission.

**Heavy Duty Motor**—The engine is a four cylinder heavy duty type—Rumely made.

**Durability**—Rigid I beam frame construction—best materials throughout to withstand severest usage.

**No Extras**—Prices are for tractor complete with plows and full equipment—including umbrella.

We make the same design in a three-plow tractor "12-24"—heavier frame and more powerful engine.

Price \$1350.00 f. o. b. Winnipeg.

**Advance-Rumely Thresher Company**  
(Incorporated) Indiana  
La Porte,  
Saskatoon, Sask.

Winnipeg, Man.

Calgary, Alta.

— Ask our  
nearest branch

# Advance-Rumely Thresher Company

(Incorporated)

La Porte,

Indiana

BRANCHES:

Calgary, Alta.

Saskatoon, Sask.

Regina, Sask.

Winnipeg, Man.

**WATCH ADVANCE-RUMELY GROW**



### Trade Conditions in Canada

That trade conditions throughout Canada are in a normal and healthy condition is the result of an interesting investigation undertaken by the Canadian Credit Men's Trust Association, and outlined in the closing issue of their journal for 1915.

This organization propounded a series of five questions to manufacturers and wholesalers, these questions being carefully selected with a view to bringing out the essential facts. The following are the questions and answers in percentage form:

Question.	Answers in Percentage	
	Yes. Per cent.	No. Per cent.
1. Are retail merchants better able to meet their obligations than they were a year ago?	86	14
2. Are retail stocks less normal at the present time?	74	26
3. Are retail merchants doing more cash business in proportion than normally?	87	13
4. Are wholesalers selling on shorter terms of credit than normally?	66	34
5. Do you look for any considerable increase in the volume of business in 1916?	67	33

### The Retailer's Position

In relation to conditions in retail business, an analysis shows that no great improvement exists

in the Maritime Provinces compared with the last two years. Replies from Quebec indicate improvement, while in Ontario 80 per cent of the firms who responded felt that dealers were meeting obligations more promptly than in 1914. Manitoba trade showed 92 per cent in the affirmative as to better conditions, Saskatchewan 100 per cent, Alberta nearly 95 per cent, and British Columbia 81 per cent.

### Stocks Reduced

As regards the reduction of retailer's stocks in Manitoba, 32 were in favor of the affirmative and 8 against. Saskatchewan showed a 2 to 1 in favor of reduction, while Alberta recorded 5 to 1 also in favor. British Columbia records strongly in favor of reduction by 13 to 2.

### More Cash Business

In Ontario the question of doing business more nearly for cash showed an affirmative of 80 per cent. Wholesalers in Manitoba recorded 89 per cent greater cash business and 11 per cent no change. Saskatchewan showed 100 per cent of an improvement in cash business, and Alberta 95 per cent. In British Columbia the total percentage was in favor of the query.

### Shortening Credit Terms

In reply to the fourth question the figures showed 56 per cent for improvement and 44 against. In Manitoba 75 per cent selling on shorter terms; in Saskatchewan 67 per cent; in Alberta 67 per cent and in British Columbia 86 per cent.

### Better Business Expected

In reply to the fifth question, that concerning the outlook for a greater volume of business during 1916, the Canadian West answered as follows: Manitoba, 80 per cent for bigger business; Saskatchewan, 50 per cent; Alberta, 61 per cent and British Columbia 67 per cent.

This poll of business conditions is an excellent idea, and gives a very general view of the business outlook in Canada for the coming year, as felt by the largest concerns supplying the various retail trades.

### I.H.C. Shares Profits with Employees

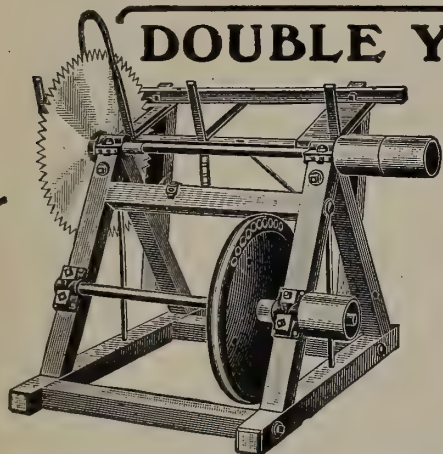
On December 23, the International Harvester Company announced a profit sharing scheme (effective December 24) by which the company will assist its 35,000 employees to become stockholders and sharers in the company's

profits. All employees have an opportunity to purchase profit-sharing certificates in the company, payments for same being made in monthly instalments from their salaries. These certificates may be converted into stock at a rate below market value. To every employee who takes the advantage of this offer before March 1, 1916, the company will add to his payments 1 per cent of his annual earnings.

Interest, at the rate of 5 per cent per annum will be paid on all employees payments and credits on his profit sharing certificate. In addition to the annual dividends on stock, the company will also pay the employee an amount equal to the extra dividend which he would receive upon his stock if the entire excess of the net profits for each year prior to 1921 over an amount equal to 6 per cent of the moneys invested in the company's business during the year were distributed pro rata to all holders of its common stock.

Provision is made for postponement of payments in the event of illness of the employee or his unavoidable lay-off. Profit sharing certificates can be turned into cash at the will of the employee.

Make 1916 your record year!



## DOUBLE YOUR SALES During 1916

The Watson Line  
Will Do It

Our Hardwood Frame Pole Saws have three 5x6 inch pulleys, solid steel shafts and babbitted boxes. The hardwood frame is rigidly braced, the flywheel being extra heavy. Total weight, 325 lbs. Our Cordwood Saws, weighing 285 lbs., are in a class by themselves. Saw mandrels for both types are supplied separately if required. These saws are sure sellers and we guarantee that they will satisfy your customers. Write to-day for our prices on these quality saws.

Watson Goods, in Variety, Exclusive Features and Reasonable Price lead all others. They include:

Sweep Grinders Horse Powers Grain Grinders 1½ H.P. Engines  
Roller Crushers Feed Cutters (seven styles) Wood and Pole Saws  
Farm and Bush Sleighs Pump Jacks Light Delivery Sleighs  
Heider Eveners (all sizes) Root Pulpers Whiffletrees Bevel Jacks  
Channel Steel Harrows Push Carts Barrel Skids Wheel Barrows  
Warehouse Trucks Pulverizers Boss Wood Harrows  
Boss Steel Harrows Harrow Carts  
Janesville Gang, Sulky and Walking Plows, Disc Harrows, etc.

### WE ALSO HANDLE:

Standard Cream Separators and Standard Gasoline Engines, and Repairs for Moline Plows, Disc Harrows, Mandt Wagons, Manure Spreaders, etc.

### VIKING CREAM SEPARATORS

#### DEALERS:

Write for Prices and Particulars of any item. "No one can give you a Better Deal."

*John Watson Mfg. Co.*  
LIMITED

CHAMBERS AND HENRY STS., WINNIPEG

## Are You an Implement Dealer in Saskatchewan?

IF SO, WE WANT TO MEET YOU

In every line of business can be seen the benefits which follow organization. You will agree with us that there is a very great need for a real live implement dealers' Association in Saskatchewan. We appeal to you to do your share towards making conditions better in the trade by making every effort to attend the

## BIG OPENING CONVENTION

Saskatchewan Retail  
Implement Dealers' Association  
GRAND HOTEL, REGINA

FEBRUARY 1 and 2, 1916

At this convention permanent officials will be elected. By-laws and a constitution will be adopted. Many features in our business will be thoroughly discussed. Remedies will be sought for abuses incidental to the retail implement trade. We MUST organize if we are to hope for better conditions. Be present, giving us your support and your views on the various topics.

If you have not been notified personally, write the Saskatchewan Retail Implement Dealers' Association, Moose Jaw. Full particulars will be sent you.

President:  
HUGH RORISON  
Moose Jaw

Secy.-Treasurer:  
J. A. ROLLEFSON  
Swift Current



# Now is the Time to Sell the Mogul 8-16



**T**HIS is the best time of all the year to sell **MOGUL 8-16** kerosene tractors. You are not nearly so busy with other machines as you are at other times. This is the time of year when the farmers are least busy. They will listen to your arguments now. They are already interested. You have more and better reasons now for urging them to buy at once than you will have later on.

These are the days of heavy horse expense. Standing in the barn, eating up all the profits of their year's work, horses in winter are an expensive luxury. The market for good farm horses was never better than it is right now. They sell readily at good prices. So does horse feed.

Once you have your man convinced that he can do his work with a **MOGUL 8-16** you can suggest that he sell three or more of his horses and use some of the money to buy his tractor.

Show him that the money he gets by selling the feed those three horses would eat between now and the time the spring work starts will make him a nice profit on his tractor this winter, even if he does not use it till spring.

There is going to be big trade in **MOGUL 8-16** tractors this spring. The shipping facilities of the Company will be strained to the utmost at the time when many farmers will be wanting to use their tractors. Under those circumstances late orders mean very late deliveries, while orders placed now insure shipment in time for seed bed preparation this spring.

These arguments are particularly effective at this time. Later they cannot be used to such good advantage. Besides these, you have the good features of the **MOGUL 8-16** itself, the fact that it operates successfully on low grade oil fuel, and all the rest of the good points that placed the **MOGUL 8-16** so far in the lead in 1915 and that will push it along so fast in 1916. There is more than just tractor sales depending on the way you handle the **MOGUL 8-16**. There is no end to the profit in sight for the dealer who makes a success of selling it.

Write to the nearest branch house and get connected up with the successful small tractor—the **MOGUL 8-16**. That is the one thing necessary to make your winter months busy and profitable.

**International Harvester Company of Canada, Ltd.**

BRANCH HOUSES

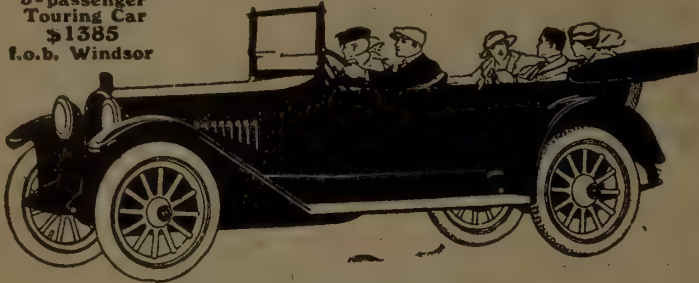
At Brandon, Calgary, Edmonton, Estevan, Hamilton, Lethbridge, London, Montreal, N. Battleford, Ottawa, Quebec, Regina, Saskatoon, St. John, Winnipeg, Yorkton.



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5-passenger  
Touring Car  
\$1385  
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**BRISCOE REO HUPMOBILE  
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**D**ON'T make any mistake. Someone in your territory is going to sell automobiles this year. For years the farmer has patronized your implement and vehicle business. It's up to you to sell him his automobile. The cars we carry are cars of national reputation. Their prestige makes sales easy for the agent handling them.

Each make has exclusive features that will appeal to the individual taste of you and your customer. The range of prices is wide. We carry a full line of repairs and accessories. Send us your storage battery work. It is a specialty in the Maw repair shops.

ASK FOR PARTICULARS OF OUR CONTRACT

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## Bull Dog Fanning Mills

Clean Best and Sell Best

Get The Agency For Them

Made in Three Sizes: 24, 32 and 40-inch sieve widths; Capacities 25 to 125 bushels per hour

Why the Bull  
Dogs Hold the  
Trade

They are general purpose machines and clean oats, wheat, barley, timothy or clover equally well. Unlike other machines they don't fall down on some kinds of grain. They cannot clog, and clean better than any other machine.



The 40-inch Power Bull Dog, with Wagon Box Elevator

Save Grain Dockage, Conserve Feed

Bull Dog Mills are guaranteed to give entire satisfaction. Screens of galvanized wire; absolutely rust-proof; 12 sieves and screens furnished with each mill. Positively automatic feed; adjustable blast and blast board. We can supply the Bull Dog Mills with wagon box elevators which will elevate grain from 10 to 16 feet. Power attachments can be supplied for 24 and 32-inch mills. Sell the Bull Dogs in your territory during 1916. It will pay you.

Write for Prices and Particulars of our Grain Cleaning Machinery

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Off Logan Ave. on Quelch Street Winnipeg, Man.

## Sell "SYLVESTER" Drills this Spring

Double and Single Disc or Shoe

Sizes—14, 16, 18, 20 and 22 discs. 14 and 16 sizes geared from one end; 18, 20 and 22 sizes geared from both ends.

Equipped with grass seed box when ordered.

Double disc drills have rubber tubes; single disc drills steel ribbon tubes.



Rear View "Sylvester" 20 Double Disc Drill

Different from  
any Other Drill

Sylvester Drills deliver the grain in FRONT of the axle, and on the downward turn of disc. This ensures even distribution of seed and uniform depth, also perfect covering.

"Sylvester" Drills are Fully Guaranteed to Give Satisfaction in any Soil

"Sylvester" Drills, single disc, double disc and shoe, are made especially for West Canadian conditions. There's not a cheap feature in them; best materials throughout. They bear comparison with any drill made, but for evenness of sowing and perfect adjustment you can't find their equal. Scrapers outside and inside give perfectly clean discs. Each disc independent—rises over any obstruction. Dust and dirt proof, lubricated bearings throughout. The "Sylvester" can't sag; a heavy angle steel frame, trussed and braced, gives perfect rigidity.

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WRITE TO-DAY FOR FULL PARTICULARS OF THESE PERFECT SEEDERS

**Tudhope-Anderson Co., Limited**  
WINNIPEG REGINA SASKATOON CALGARY EDMONTON



# CANADIAN FARM IMPLEMENTS

VOL. XII., No. 2.

WINNIPEG, CANADA, FEBRUARY, 1916.

SUBSCRIPTION PRICE IN CANADA { Per Year, \$1.00.  
Per Copy, 10 cents.

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Established 1865

HEAD OFFICE WINNIPEG

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Reserve Fund ..... 3,400,000

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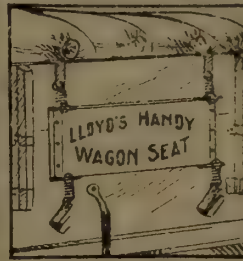
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This bank, having over 315 branches in Canada, extending from Halifax to Prince Rupert offers excellent facilities for the transaction of every description of banking business. It has correspondents in all cities of importance throughout Canada, the United States, the Continent of Europe, and the British Colonies. Collections made in all parts of the Dominion, and returns promptly remitted at lowest rates of exchange.

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## The Wagon Seat for all Seasons LLOYDS LOW-DOWN SPIRAL SPRING WAGON SEATS



The Wagon Loaded



Going Home

Fit any Wagon or Sleigh Box Made

Light, Safe, Strong, Durable, Comfortable

Give Complete Control of the Team

Dealers: Stock this Specialty During 1916 and Make Money

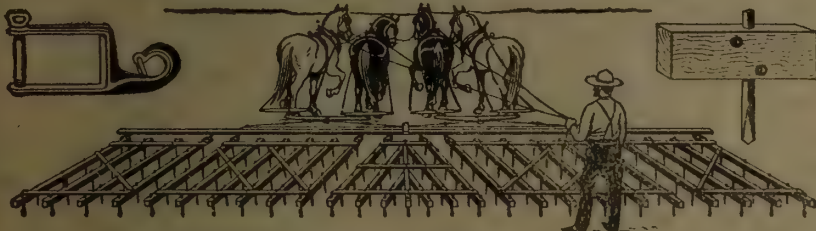
**Wawanesa Wagon Seat Company**

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Manitoba

## WATSON'S HARROWS

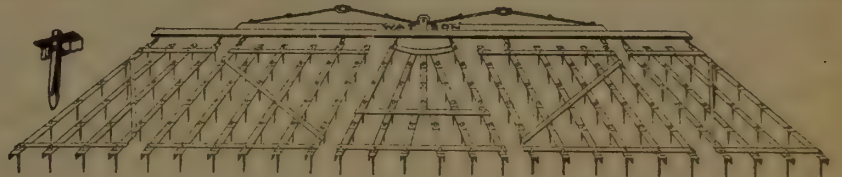
Sell, Satisfy and bring good Profits to the Dealer who handles them



### WATSON'S BOSS WOOD HARROWS

These Harrows are made of seasoned hardwood. Each tooth securely set by two rivets. Fitted with malleable draw clevis. They are harrows of correct design, possessing exclusive features that make them easy sellers. Sizes: 78 Tooth, 14 feet; 102 Tooth, 17 feet; 150 Tooth, 24 feet.

WE CARRY REPAIRS FOR ALL MOLINE IMPLEMENTS



### WATSON'S STEEL BOSS HARROW

Tooth bars are of angle steel cross bars all channel steel. Teeth are held individually by steel wedges, are dagger shaped with the edges directly in line of draft. Are fitted with a pulley hitch evener. Light draft, exceptionally strong. Sizes: 101 tooth, cuts 17 feet; 149 tooth, cuts 24 feet.

Control the Harrow Trade in your territory this year by selling these Harrows.

*John Watson Mfg. Co.*

CHAMBERS AND HENRY STS., WINNIPEG

## Increase Your Profits

By Handling The

### RAYMOND LINES

GET OUR AGENCY OFFER

Investigate the Famous

### SUPERIOR CREAM SEPARATOR

New 1916 Model. A 600-lb. machine which sells at the price of a 300-lb.

### RAYMOND SEWING MACHINES

Made in Canada for Canadian Women

Visit us during the Bonspiel and look over these Winners



**The Raymond Mfg. Co.** (OF GUELPH) LIMITED

80-82 LOMBARD STREET, WINNIPEG

## BRADSTREET'S

Established 1849 Capital and Surplus \$1,500,000

Offices throughout the civilized world. Correspondence invited

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**C. G. SCHAFFTER**, Supt., Commercial Travellers' Building,  
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# Cockshutt "New Wonder" Grain Cleaner

The New Wonder has greatly increased capacity and is more efficient in separating and grading. It will clean and grade perfectly and excels in separating WILD OATS and other foul seeds.

## Some of the Special Features of the "New Wonder"

**ADJUSTABLE SHAKE ON SHOE.** It is the only mill on the market with a graduated adjustment of the shake on the upper and lower shoes. This is a very important feature as more shake is required on the upper screens when cleaning dirty grain than comparatively clean grain. More shake is required when cleaning seed grain than grain for market. Less shake is required on both shoes when cleaning flax, grass seed, etc., than in cleaning wheat, oats, or barley. This feature is fully protected by patents.



Full and clear directions for operating the mill and adjusting the shake are attached to each mill.

### The Automatic Force Feed

can be regulated to a nicety by a hand wheel and feed screw and stops when the mill stops without altering the adjustment.

### Special Cleaners on the Lower Shoe

brush the underside of the screen keeping it clear so that the last bushel is as clean as the first.

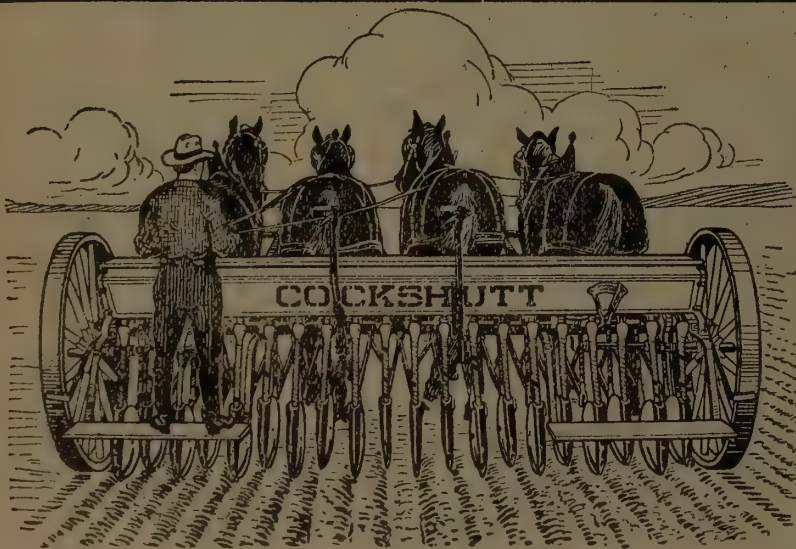
Special arrangement of the screens with perforations and blanks traps the wild oats making it impossible for them to drop through with the good grain.

We are advertising the "New Wonder" extensively in the farm papers and in order to encourage the cash trade are naming a close price for cash. Write for our special proposition to dealers, if you have not already received it, and take full advantage of our advertising.



A Demonstration of the cleaning qualities of the "New Wonder" will be given in our Sales Room, corner of Alexander and Princess Sts., during the Winnipeg Bonspiel. Come in and see it.

You are invited to make our Sales Rooms your headquarters while visiting the Bonspiel. Have your mail addressed care of Cockshutt Plow Co., to insure prompt delivery.



## The Proper Drill

It is just as important to get the grain properly planted as to select clean, plump seed. The Cockshutt is the Drill to offer—it has an enviable reputation for long service and satisfactory results in every part of Western Canada. With it every seed is put in its proper place—in the centre of a specially prepared channel—at uniform depth—and each row well covered.

Expert Canadian workmanship goes into each machine. We guarantee the Cockshutt to work well, wear well, and be of an exceptionally light draft.

Place your orders immediately—and be ready for every demand your trade can make of you. Increased acreage is going to require more machinery in the Spring.

# Cockshutt Plow Company, Limited

Western Branches: Winnipeg Regina Calgary Saskatoon

Distributing Points: Red Deer Lethbridge Edmonton Brandon Portage la Prairie



# CANADIAN FARM IMPLEMENTS

Vol. XII., No. 2

WINNIPEG, CANADA, FEBRUARY, 1916.

SUBSCRIPTION PRICE IN CANADA { Per Year, 1.00  
Per Copy, 10c.

## Saskatchewan Dealers' Meet at Regina Large and Enthusiastic Convention Held

On February 1st a very representative body of the retail implement dealers in Saskatchewan met in convention in the Knights of Pythias Hall, in the McCallum Hill Bldg., Regina. The convention opened at 2 p.m., provisional president, Hugh Rorison, Moose Jaw, in the chair.

Briefly, Mr. Rorison outlined how a retail dealers' association had formerly existed in the province, and how it had gradually diminished through lack of interest. To resuscitate a dealer's organization in the province, a few gentlemen got together and circularized a very large number of dealers, a meeting being held at Regina on November 25th, 1915. So great was the success of the movement that the convention was arranged for the first of February. Clearly and con-

for the common good. The wholesaler wants intelligent and financially responsible dealers. By education and organization dealers can raise the whole tone of the business to a higher plane of efficiency. The day of doing business on a strictly business basis is here. In the end, by organization, business will be better for manufacturer, wholesaler and retailer, and the customer will benefit by the increased efficiency shown.

The minutes of the inaugural meeting of the association, held on November 25 last, were then read by L. L. Colby, organizer, who acted as secretary-treasurer owing to the unavoidable absence of J. A. Rollefson, Swift Current, the secretary, who was laid aside through sickness.

—a thing that inevitably leads to failure. Legislation on top of this did not improve matters. Could not manufacturers and wholesalers waive restrictions and allow a dealer to handle more than one line? He had had considerable experience with the Interprovincial Association, but thought its scope was too great, consequently provincial organizations would be a better policy. "It is up to the dealer," said this member, "to fight for his rights, and the only way to fight is as an organized body."

E. B. Horton, Leney, testified to the immense good which such an organization could do for the trade.

A. E. Westbrook, Rouleau, said that the Exemption Act was, to use a mild phrase, absolutely unfair. All dealers

tended an investigation by the government into the clauses of the Implement Act, and felt that the law-makers were in sympathy with the afflictions of the dealer. Mr. Simpson also dealt at considerable length on the question of returned notes, a discussion following in which many dealers took part.

E. A. Duncan, of Rosetown, was of the opinion that the Association should form a legislative committee so that all laws could be fully investigated and placed before the members.

W. Sheppard, Primate, endorsed the statements of previous speakers and wanted to see conditions benefited by the association.

A. O. Anderson, Maple Creek, formulated a few pertinent questions which



Photo by W. P. Turner, 1745 Scarth Street, Regina

### Members of the Saskatchewan Retail Implement Dealers' Association, at Annual Convention, February 1 and 2

cisely, President Rorison outlined the great necessity for organization among the retail implement trade in the province. Many detrimental features in the business could be eliminated. By organization points of variance between the dealer and wholesaler could be smoothed away—price-cutting would be greatly reduced owing to greater harmony and lack of suspicion between dealers, while greater attention could be paid to "bad pays," men who stick the dealer in one town being traced to another place so that dealers there might not be victimized. By organized action, said the speaker, legislation detrimental to the retail implement trade could be appealed against—and in this regard the government would more readily pay attention to the trade when it became a firmly organized body. Apart from the benefits accruing to the trade as a whole, the social side of organization could not be overlooked. A spirit of unity and friendship would build greater harmony between dealers throughout the entire province. By the laws obtaining in Saskatchewan, the retail dealer suffered more than the implement wholesaler. By proper representation, jobbers' and manufacturers contracts could be modified were dealers to move, not as individuals but as a body of business men working

On the motion of J. L. Boyd, Regina, seconded by W. F. Garrity, Piapot, the minutes were adopted as read.

D. H. Wood, Prince Albert, voiced his pleasure at being present and wondered that such an organization had not been started long ago. It was his opinion that farmers got a great deal of legal protection while the implement dealer got mighty little. The bonding of dealers often was an absolute injustice, and many dealers whom he knew had not made a living. Although he lived in a good mixed farming country, some dealers in that territory even found it hard to support their families. He was sure that a great many dealers would have been present at the convention but for the fact that they could not afford to come. "Why cannot the dealer get some protection?" asked the speaker, while he cited cases where dealers were put out of business through the giving of mortgages to wholesalers.

C. R. Gough, of Francis, gave several reasons why dealers go to the wall. Firstly, a lack of organization did not help; further, some wholesalers wanted more than their fair share of the business. Too many concerns were represented and overcrowding of territory was the result. Wholesalers often induced inexperienced men to enter the business

were giving good time and terms on small implements, but by this Act all security was nullified. He instanced cases where a farmer owed the dealer considerable money. The farmer had 14 horses, on four of which the dealer held a mortgage. Whatever horses were claimed always were exempt. The sheriff was appealed to but said the only course was to get judgment against the man. Another case was of a man who had \$1,200 of executions against him—debts of five to seven years standing! This man had threshed 3,600 bushels of wheat, yet the sheriff only ordered payment of \$250 on existing debts. Then the farmer turned around and paid \$1,400 cash for a quarter section. Surely it was evident that the dealer had no security. The sheriff's office too often became a refuge for crooks. Only about 25 per cent of dealers took out the money they invested; 75 per cent failed. Let us co-operate and get on a nearer cash basis. It will be better for all, said this gentleman.

Walter Simpson, Brownlea, a gentleman 73 years old, and one who was a farmer as well as a dealer, instanced how a cash buying basis is better for the farmer. He was against holding dealers to one line, and against crowding of territory. There were often four dealers where two would be plenty. He had at-

required discussion. One was how the association could best increase its membership? Also that a full discussion on the clauses and parts of the Implement Act should take place. The Act had not affected him personally, but he felt that the legislature were anxious to draft measures fair alike to manufacturer, wholesaler, dealers and farmer. "The law," said he, "is simply a protection for the good man against the bad man."

#### Formation of Committees

The question box feature was then taken up, and its principles explained. President Rorison and the members then appointed a legislative committee, also a committee to draft resolutions and draw up the constitution and by-laws of the association.

On the latter committee were appointed: R. A. Lathrop, North Dakota Dealers' Association; C. E. Davis, Asquith; A. O. Anderson, Maple Creek; A. E. Westbrook, Rouleau; and W. Sheppard, of Primate.

#### The Question Box

A number of questions were then handed in by the members, and these were read, each being fully discussed:

(1) Is not the question of contracts of more importance than legislation?

Various members testified to their experience in this regard. Many concurred



that 30-60 days was quite long enough for the return of notes to the dealer. Some members thought that notes should not be returned at all, while the majority condemned the practice of notes being returned after the date set for annual settlement. Members thought that notes could be more quickly looked into than was now the case. Mr. Lathrop said that great good could be obtained by the organization working as a mass on this feature. Conditions could be greatly improved. The trouble seems to be that the dealer has a commercial rating while the farmer has not.

(2) How can we go about getting contracts less one-sided affairs?

It was generally conceded that organization would do this. One member suggested the formation of a committee to meet the wholesalers on this point.

(3) Some concerns allow 8 per cent on some lines, 6 per cent on others. No commission is paid until companies receive 25 per cent of the sale. Can a dealer afford to make such an agreement?

This was answered in the negative.

(4) Are we ready to conduct a strictly cash business. If not so, to what extent?

Some members said that, in their territory, credit was essential. Only cash for repairs could be worked. One gentleman spoke strongly in favor of cash, citing how he had done an all cash business during 1915. His volume might have been less but his profits were very much more assured. The cash price always was a great inducement in making sales. Why not make good years, like this year, a year of cash business? If bad seasons came, credit could again be resorted to. By cash dealing co-operative and M. O. concerns could be beaten.

R. A. Lathrop instanced the labor union as being a body organized for the benefit of the worst member. The implement dealers, however, must not set the pace to suit the hindmost, but to suit the average member. The worst man in a trade was not a standard!

(5) Should dealers turn in collateral notes to wholesalers?

As the only security the dealer has is his collateral, it is largely a question of individual credit.

(6) Does it pay to handle a line of goods handled by a mail order concern?

While this may mean volume to the dealer it makes him more or less a stool-pigeon. The mail order concern gets the benefit.

(7) What kind of advertising is most profitable to the implement dealer?

While advertising is a great power—and Great Britain built an army by it—service is the best advertisement. Newspaper ads. only pay in a local sense. A good up-to-date mailing list and a system of circular letters is an economical and very strong method of advertising.

(8) Does the tractor trade belong to the implement dealer, and should tractors, if handled, be sold on a cash basis?

It was the general opinion that this is a line requiring special care. A good dealer on small goods may be no use in selling those outfits. At the present the business, however, is left too much to factory representatives. At least 40 per cent of the value should be received at time of sale. It is a great mistake to sell tractors to men who cannot afford them. Great harm has been done through this policy. The implement dealer is essentially the man to sell the tractor.

(9) Can the implement dealer put the repair business upon a more satisfactory basis?

A lengthy debate took place on this point. Many said that the price of repairs was too high. To give service a large stock was necessary. Lower prices would benefit all. That a fifty per cent profit was necessary for the dealer was the opinion of some members. Mr. Lathrop said it was most profitable to handle repairs in bulk, laying in a stock as nearly as could be estimated. In the United States this was found to be most satisfactory. The manufacturer found it difficult to fill last minute orders. Fairness should be used criticizing deliveries. The nominating committee was then

formed, the following being appointed: C. R. Gough, Francis; W. J. M. Wright, Regina; and A. O. Anderson, Maple Creek.

A long discussion was then held on the question of the necessity for factory salesmen and canvassers. Some dealers were to blame, as they asked for these men. No canvasser makes the dealer a better salesman! The canvasser often makes too strong statements; talks too much; while the personality of a few is such as to reflect no credit on the implement business. It was the general opinion that the canvasser could, with profit be withdrawn from the field.

It was, thereafter, moved by A. O. Anderson, seconded by W. F. Garrity, that the members adjourn until 7 p.m.

#### Evening Session and Banquet

At seven o'clock the dealers sat down to a banquet in the Commercial Club, President Rorison acted as toastmaster, and the guest of honor was the Hon. W. R. Motherwell, minister of agriculture for Saskatchewan. In response to the toast of "The King," Mr. Motherwell delighted the dealers by an eloquent speech replete with reminiscences and topical allusion. Vividly portraying Canada's part in the Great War and the effect the war would have on Canadian agriculture, the hon. gentleman talked at length upon the importance of the implement trade to Western Canada. Graphically he outlined the development of farm machinery, from the primitive forked stick to the modern steel plow. He knew, from a long experience the troubles from which the implement trade suffered, and sympathized with their efforts. Organization was the best solution to their difficulties, and he hoped that a strong and representative body of dealers would be formed in the province. Law-makers, said he, are "after all, only human clay. They have their failings as have all men," and in every measure passed they tried to be eminently fair and just. The Implement Act he likened to a machine. Legislation must be tested and tried, weak points, injurious features, must be cut out. Even as a machine is tested and tried over and over, so must laws be analysed and tested so that, in the end, perfection may be more nearly acquired. He violated no confidence when he said that the Saskatchewan legislature were taking fully into account the clauses which were injurious to the implement trade, and he felt sure that when amendments had been framed and passed the revised legislation affecting the sale of farm implements and machinery would be fair and just to both farmer and implement dealer. The implement dealer had been a staunch friend of the farmers—nobody more so, and he desired nothing better than to see complete harmony prevail between these two classes of workers. The conclusion of a brilliant speech was marked by loud and long applause by the implement men, all of whom were greatly impressed with the sympathetic and reasonable tone of the message given the trade by the minister. Mr. Motherwell was cordially thanked for his excellent speech.

The next toast was that of "Our Sister Associations." The reply to this was a felicitous speech by R. A. Lathrop, secretary of the North Dakota Implement Dealers' Association. Mr. Lathrop lucidly outlined the growth of the association idea in the retail trade in the United States and assured the members that the formation of the Saskatchewan Retail Implement Dealers' Association was one of the best things that ever happened in the province. If evils existed they could only be eliminated by co-operation and allied efforts on the part of the dealers. Mr. Lathrop's remarks were closely followed and were greatly appreciated by the members.

In reply to the toast of "The Press," A. A. Thomson, editor of "Canadian Farm Implements," gave an address on "Why Organization is a Necessity in Saskatchewan."

Explaining the importance of the retail implement dealer in the commercial fabric of Canada, and his importance in the development of agricultural areas and rural communities, Mr. Thomson explained the various distributive factors

which have been tending to eliminate the small town dealer. Co-operative organizations and mail order concerns were an economic fallacy, said the speaker. They curtailed the circulation of money in the small town and community; finally the town was dragged down and down, until in the end, a lowering of farm land values resulted. Mr. Thomson's address, which was received with great approval by the dealers, will appear in full in the March issue of "Canadian Farm Implements."

A very enjoyable evening closed with the singing of the National Anthem by the assembly. Thereafter the implement dealers returned to their various hotels after a hard day's work.

#### Second Day's Proceedings

On February 2nd the convention opened at 10 a.m., President Rorison in the chair. The question box was again a feature, several questions left over from the previous day being read out and fully discussed.

#### Nominations

The nominating committee then laid before the members their nominations for the executive for the year 1916:

President—Hugh Rorison, Moose Jaw.

Vice-president—H. E. Meilicke, Saskatoon.

Secy.-Treas.—J. A. Rollefson, Swift Current.

Board of Directors—A. O. Anderson, Maple Creek; C. E. Davis, Asquith; W. J. M. Wright, Regina; W. Buffett, Expanse; C. R. Gough, Francis; J. J. Gilmore, Weyburn.

On the motion of C. R. Gough, seconded by A. O. Anderson, the nominations were received as read. This was carried unanimously.

The by-laws and constitution of the association were then read to the convention clause by clause. Each clause was debated and passed by all present.

A feature of the meeting was the attendance of representatives of the various wholesale implement firms in Regina, while the Hon. A. Turgeon, attorney-general for Saskatchewan, gave a very able address upon the different features embodied in the Implement Act. He was thoroughly in sympathy with the dealers sending a deputation to the government, laying before the latter the viewpoint of the retail section of the trade. The wholesalers had done this on the previous day, and Mr. Turgeon said that he would be only too willing to arrange for the reception of such a deputation of dealers. He was of the opinion that in the end the Implement Act, when amended, would be of great benefit to the retail implement trade, and he complimented the dealers in forming so strong an organization. On the motion of President Rorison, a unanimous vote of thanks was accorded the honorable gentleman.

Many of the wholesalers' representatives present thereafter gave their opinions on current legislation as affecting the wholesale trade. Mr. McKay, of the John Deere Plow Co., addressed the convention at considerable length. It was his opinion that little could be accomplished until the Act, as existing was made more clear; it held a great deal of ambiguity—and many features had to be more clearly outlined. The Arbitration Act also required analysis as regards the effect of legislation on the sale of small implements. The question of what formed an "outfit," and the rejection of said outfit as a whole because of alleged imperfections of one unit was also a debatable point. It seemed that it was not sufficiently clear as to who was a wholesaler and who was a retailer. The government, said Mr. McKay, wants to keep the dealer as a distribution factor in preference to helping mail order concerns to infringe to a greater extent in the sale of goods in the province.

Mr. Purvey, of the John Deere Plow Co., also spoke at some length on the effect of the Homestead Act upon dealers and wholesalers.

At noon the convention adjourned, on the motion of A. Westman, seconded by A. O. Anderson.

As the convention rose at noon a splendid group photo of the members was taken by W. P. Turner, 1745 Scarth St.

This photograph appears in this issue of our publication. Any dealer can obtain this photograph from the photographer at above address.

#### Closing Session of Convention

At 1.30 p.m. the last session of the convention got down to business. It was moved by W. J. Bell, Moose Jaw, and seconded by Mr. Courtledge, that the by-laws be adopted as read. Carried.

A considerable discussion followed on the overcrowding of territory, Messrs. Anderson, Gough, Lathrop and Mathieson taking part.

#### Resolutions

The following resolutions were thereafter read, commented upon and endorsed by the members:

(1) We hereby express our sincere appreciation of the efforts of the provisional officers and committees in calling together this convention, and in the splendid manner in which the members have been entertained. We also wish to thank our trade journal and the daily newspapers of Regina for their assistance in giving publicity to the efforts of the dealers as regards organization.

On the motion of Messrs. Anderson and Garrity, this resolution was passed.

(2) Resolved that the association place itself on record as being opposed to the Implement Act in its present form, believing that the terms are not clear, and that it is too cumbersome in so far as it applies to the sale of small implements and repair parts. These, we feel, should be exempt from such legislation.

On the motion of Messrs. Anderson and Kerney this was carried unanimously.

(3) Believing that the policy of having too many agencies, and overselling to the retail dealer on the part of the manufacturers and jobbers is the cause of much demoralization in the retail implement trade, we respectfully urge that all manufacturers and wholesalers eliminate this practice. We feel that careful investigation on their part will show, in the final analysis, that this practice is working an injury to the retail dealer and also to themselves.

On the motion of W. J. M. Wright, seconded by W. J. Bell, this was carried.

(4) We, the members of the Saskatchewan Retail Implement Dealers' Association, in convention assembled, hereby declare it to be our firm belief that implements and vehicles can be more efficiently distributed through retail dealers than through any other source. To the end that this may be made more clear in the minds of both the manufacturers and our customers, we urge all dealers to render the utmost service at reasonable compensation, and we further urge all dealers to call attention through every available means to the publicity of the fact that the dealer renders a very real service to the community, and his elimination would entail a distinct loss to the community he serves.

Moved by Walter Simpson, seconded by W. J. Bell, that this be passed. Carried.

(5) Resolved by this association that it appoint as its official organ "Canadian Farm Implements," Winnipeg, and that the members, individually and collectively, subscribe for and support our official organ, thus increasing its efficiency and educative value to the dealer. Further, that members send news of trade and association importance to the publishers of our official organ so that the work of the association and its progress in this province be kept before the entire implement trade.

A rising vote of confidence in this resolution was taken, A. O. Anderson, Maple Creek, eulogizing the interest shown in the association and the help given by the publisher and editor of Canadian Farm Implements. He wished the publisher and journal God speed in their efforts for increased efficiency in the trade.

F. D. Blakely, publisher of Canadian Farm Implements, thanked the dealers for their appreciation of the efforts of the paper on their behalf, and assured them that it was the ideal of he and his staff to further by every means available



the good work of association in the retail implement trade.

An exceedingly interesting feature in the closing session was a splendid address and black-board demonstration on the "Cost of Doing Business," given by R. A. Lathrop, secretary of the North Dakota Implement Dealers' Association. He pointed out that there are many things that count in the success of the dealer beyond the factors of salesmanship, credits, collections and mechanical ability. Economy must be made a feature of every retail implement business; all expenses must be carefully reckoned and a man must know to a cent what it costs him to actually sell the goods. It had been proved in the United States that seventeen per cent was a reasonable cost of doing business, and applying this to concrete cases presented by the dealers, Mr. Lathrop proved by figures that in many cases the cost of doing business was set at too low a percentage. Part of the educative work of the organization must be directed at this very important feature so that dealers would know and not guess at what it cost them to carry on their business. A man of wide experience in the trade and in organization work, Mr. Lathrop illustrated in the most brilliant manner the absolute necessity of this concise knowledge of costs.

His address was received with loud applause by the convention, and on the motion of A. O. Anderson a hearty vote of thanks was given to Mr. Lathrop for his efforts on behalf of the association and for his excellent address. Mr. Lathrop suitably replied.

#### Election of Officers

The names put forward by the nominating committee were then laid before the association and the following officers for 1916 appointed with acclaim by the members:

President—Hugh Rorison, Moose Jaw.  
Vice-president—H. E. Mellicke, Saskatoon.

Secy.-Treasurer.—J. A. Rollefson, Swift Current.

Board of Directors—A. O. Anderson, Maple Creek; C. E. Davis, Asquith; W. J. M. Wright, Regina; W. Buffett, Expanse; C. R. Gough, Francis; J. J. Gilmore, Weyburn; Walter Simpson, Brownlea; and A. Westman, Midale.

Membership Committee—D. H. Wood, Prince Albert; H. E. Hamilton, Unity; A. E. Westbrook, Rouleau; E. P. Horton, Loney; Arch. Livingston, Cabri; W. J. Bell, Moose Jaw; George Hill, Sintaluta; G. W. Mathieson, Craik; J. Sproule, Assiniboia; W. D. Dunlop, Yorkton; W. H. Senninger, Kenaston; A. Carnahan, La Fleche; E. Rooney, Estevan; W. D. Karney, Loreburn.

A suggestion was made that a rally of dealers be held during the Regina Fair. This was turned over for consideration to the executive.

At 4.45 p.m. the business of the convention was closed. It was the opinion of every dealer who attended that the convention was an unparalleled success and that untold good would accrue to the retail implement trade in the province through the formation of so strong an association. It is up to every dealer who is in Saskatchewan to get in touch with any of the above officers from the president down. The membership fee is nothing compared to the benefits which will accrue to the individual dealer. From first to last the convention was a success beyond the vision of even the most optimistic of those gentlemen who have done so much to bring about association in the province. Get busy now, you dealers. Line up and get into the association. Organization will do for you what it has done for every trade.

While due credit must be given the efforts of the officers of the association, we cannot overlook the way in which L. L. Colby, the organizer has worked early and late during the past few months to bring dealers throughout the province to take an interest in association work. To him more than any other individual the formation of the organization is largely due. More power to his efforts on behalf of association work.

#### Association Attacks Sisal Trust

On Jan. 12th, at their annual convention, held in Kansas City, one thousand members of the Western Retail Implement, Vehicle and Hardware Association, passed a unanimous resolution against the Sisal Fibre Trust. Said resolution points out that American farmers are forced to depend upon the sisal fibre output of Yucatan for the bulk of their binder twine supply. A commission created by Yucatan law has obtained a complete monopoly of the handling of the fibre, compelling binder twine manufacturers in the United States to pay an excessive price for the fibre, which will result in a great increase in the cost of twine and will add millions of dollars to the cost of grain harvesting.

The above association emphatically protest against this strangulation of competition in the sale of sisal fibre, and earnestly request Congress, the U.S. Department of Justice, and the Federal Trust Commission to take such steps as may be taken lawfully to prevent the financing of this monopoly with United States capital, and to prevent said monopoly from victimizing the American—and incidentally the Canadian—farmer.

The U.S. government is urged to promote an increase in the output of Manila fibre in U.S. possessions, viz., the Philippine Islands and Hawaiian Islands, to the end that farmers may no longer be compelled to depend upon Yucatan fibre for binder twine supply. Copies of the resolution were forwarded to the proper authorities.

This action by the associated

dealers is very praiseworthy, and is yet another tribute to the value of organization in the retail implement and hardware trade. We trust that the U.S. government will take steps to counteract this monopoly of the sisal output.

#### The Price Cutter

The price cutter frequently is from Missouri. Price maintaining and profit making dealers are in a position to show him, if they will.

## High Grade-Low Price Big Profits!

### That's the Viking—Sweden's Best Separator

Competitive tests of this world-famous separator, with machines that cost 25% to 50% more, have proved time and time again that the Viking skims closer, quicker and better. Its low price does not affect your profits. You can make just as large a percentage of profit on a Viking Separator as you can on any other machine. Yet you can sell it at a decided saving and make lasting customers and friends. And, best of all, you can meet and beat mail-order competition. The Viking knocks out the only argument the cheap mail-order separator has—its price.



#### One Dealer in a Locality

Only one dealer in a locality may have the Viking Special Agency.

Territory is going fast. Dealers are realizing the money-making possibilities of the Viking. Get our agency proposition before some one else gets your territory. Write at once for full particulars.

#### Swedish Separator Company

Monadnock Block Dept. G Chicago, Ill.

**We Guarantee** that the Viking Cream Separator is one of the highest grade, finest constructed machines of its kind built.

We guarantee that it will skim as close and in less time than any other separator of equal size, regardless of price.

We guarantee that the Viking nets you more profit, with less investment, than any other standard Separator.

We guarantee that with the Viking you can meet mail-order competition.

We guarantee the Viking Separator to be a money maker for the dealer and a money saver for the farmer.

(Signed) Swedish Separator Company

West Canadian Representative:

BERT CONWAY - - P.O. BOX 380, REGINA, SASK.



## The Engine That Beats Competition

You can now get Engine Quality and Engine Prices that will beat any and all competition where quality is required and price is a selling argument. If you want to build up a bigger engine business and put a quick seller on your floor, don't waste any time, but get in touch with us now and secure the MECO Agency for your territory.

MECO Engines are of the 4-cycle type, water cooled, built for durability, simple in design, but embracing everything that years of experience have shown to be of greatest advantage and value in a general utility engine. These engines develop big surplus over their rated horse power.

A card from you and we will explain the reasons why we are able to give you the biggest engine value in Western Canada.

Made in Sizes: 2, 3, 4, 6, 8 and 12 Horse Power

### The John Stevens Company, Ltd.

661 Henry Avenue, Winnipeg





### The Sale of Separators

Beyond the profits which accrue to the dealer from the sale of the cream separator, it can be made the most interesting branch of the implement dealers' business. Selling conditions are only governed by the conditions affecting the dairy industry in your locality. It is not necessary to live in a district where much dairying is done, or where large dairy herds are in evidence. The dealer can sell separators in almost any agricultural community.

The fact is the dealer who is located in a section where dairying is not fully developed has a good prospect for making sales providing he does his part toward circulating information which will assist farmers in getting the right start. The dealer who carries on his business in a section where

little or no selling ability is required in order to dispose of large numbers of cream separators is the exception not the rule.

Some dealers located in sections where great interest is given the dairy business could state with truth that they had much to do with furthering the progress of the industry. In all farming communities there are certain to be opportunities for selling cream separators. This machine is not adapted solely for the use of the professional dairyman. Experts have proven by repeated tests that the farmer who owns three or four good cows can use a cream separator to advantage, and that the additional profits which will result from the use of the machine will eventually absorb the purchase price.

The dealer is obliged to handle some types of farm machinery

which will not always repay the purchase price, but, when used systematically, the cream separator not only absorbs the purchase price, but also pays probably greater dividends upon the original investment than any other machine manufactured.

### The Sharples Hanger

We recently received the 1916 hanger of the Sharples Separator Company, West Chester, Pa. Advertising Manager Coleman has assuredly gotten out a very fine piece of calendar work. The new Sharples Suction-Feed Cream Separator is shown in natural colors against a chocolate-colored background, making a most effective and artistic contrast. The days of the month are given in bold, easily-read type. This hanger should be an attractive

decoration for the offices of Sharples dealers and for the homes of users of the Sharples suction-feed cream separator.

### The Value of Dairy Farming

In an address to the Illinois Implement and Vehicle Dealers' Association, Prof. J. D. Jarvis pointed out that last year over ten billion dollars were produced from the farms of the United States. Of that wealth dairy products are second only to the corn crop. In commenting on the value of the dairying industry, Prof. Jarvis pointed out that this industry should receive every assistance from the dealer, since dairying is a cash business, and as a cash business it tends to remove the evil of credit. The grain man, the feeder of cattle, and the fruit man each receives his money at the end of ninety days or more. He may get a crop and then again he may not. This is not the case with the intelligent dairy farmer. He gets his crop morning and night, and this crop can be turned into cash daily.

These small daily returns in the course of a year amount to considerable cash. He who receives his money in small amounts and at regular intervals becomes thrifty and pays as he goes and does not run up unnecessary credit. This is one of the first requisites of prosperity; hence dairying brings prosperity.

In the state of Wisconsin, the value of dairying is estimated at an annual income of one hundred million dollars. This large amount of money which represents the accumulation of small daily cash incomes, has been the means of good business in that state. Cash in circulation in any community gives that community a good financial rating.

Dairying solves the farm labor problem because it gives steady employment the entire year. At present there are large numbers of unemployed men in the cities. These men ought to be employed on the farms of America and probably would be, if farm work was more stable. Generally men are employed during the summer season and then discharged in the fall because there is not enough labor on the farm to give them employment during the winter. Short time positions attract only the lowest grade of help. If dairying is carried on, silos and better farm buildings will be built to take care of the crops raised, more live stock will be kept per acre, and there will be a more intensified farming.

Contrast the dairy and non-dairy sections of a country, and



## THE NEW SHARPLES "SUCTION-FEED" SEPARATOR

The invention of the "suction-feed" makes a totally new-type separator, having invaluable features never before believed possible. It will skim perfectly clean at varied handle speed and will deliver cream of absolutely uniform thickness, whether the machine be operated at 30 turns per minute or twice that number. When turned faster than normal speed, the capacity of the New Sharples increases, so that a machine which skims 400 pounds per hour at normal speed will skim 500 pounds per hour by simply increasing the speed of the crank.



## THE NEW SHARPLES "Double-Ignition" Engine



**THE SHARPLES**

The New Sharples Double-Ignition Engine possesses the distinction of being the only farm engine made in which two separate and distinct sparking sets are used. Heretofore, the system was used only in high-priced foreign and American motor cars. The New Sharples is, considering its expensive refinements and special Sharples features, the highest class and most trouble-proof farm engine ever built.

Preparations have been made during the past year for the introduction of these two machines, as well as the Sharples Milker in its recently improved form. Advertising campaigns are in course of preparation, sales plans are now ready. This line presents unusual opportunities for the live dealer and our new contract is most liberal. We may need a dealer in your locality. Write us.

## The Sharples Separator Co.

West Chester, Pa. ■  
Chicago, Ill. San Francisco, Cal.  
Portland, Ore. Toronto, Can.



**WEST CHESTER**



the difference is evident. The dairy farmer has a well-kept farm, fences in good condition, nice flowers and lawn, substantial barns and silos. A home with all modern comforts is the usual adjunct to the dairy farm. How different is this from the poor houses and barns, fences out of repair and general lack of stability about the purely grain farm.

Whatever can be done by the rural center to further dairying, such as the judging of dairy cattle and the improvement of dairy stock in the district will build local prosperity and react favorably to the local merchant.

### The De Laval Calendar

We recently received the 1916 hanger issued by the De Laval Cream Separator Co., and, as in former years this hanger is certainly a very fine piece of publicity work. A typical De Laval girl is seen filling a De Laval separator, shown in natural colors, and by her a little girl is holding the crank of the machine, saying: "I want to be a De Laval girl, too." The dates on the calendar are in good bold type, clear and easily read, while the total length of the hanger is about four feet, making it an excellent piece of art work to decorate the office or warehouse walls of the dealer.

This is the finest piece of illustrative work which has come to hand for some time, and we feel sure that De Laval users and dealers will give this calendar a prominent position.

### Binder Twine Prices

In an editorial, Cordage Trade Journal gives an interesting review of the prices of sisal and standard binder twine since 1900. The lowest prices were in 1911, being 6 cents, and the highest in the seasons of 1902 and 1903, with 10½ to 12½ cents, and 10 to 13 cents respectively. In January, 1911, fibre stood at 4 cents, while in January, 1916, it is quoted at 7¾ cents. In January, 1915, fibre was only 4¼ cents, but very little was sold to anybody as a great deal of the twine sold in 1915 was carried over. This year manufacturers of twine began the season with very small twine stocks on hand, and their raw material cost will be what they have had to pay for fibre since last July. The above cordage authority states that fibre is no higher in price than can be expected, and that it can reasonably be expected prices will be higher during the next few years. Prices of binder twine will accordingly advance compared with the quotations of 1914 and 1915.

### Selecting the Engine

In engine selling the dealer will find it profitable to concentrate on an individual type. To sell four engines of one make is far better than to sell two engines each of a different type. Each engine sold of the same make gives you a selling advantage and prestige that has a more valuable effect than that gotten by selling several engines of different makes.

It is advisable to select a medium priced engine, but one which has built in quality in every feature. Avoid the cheap engine. It is neither good to sell nor buy. Choose a design which will best meet the requirements of the greatest number of your customers, and have an engine that you believe in and are ready to back as regards its mechanical features and efficiency as a reliable source of power. Whatever may be the idea of your customers as regards the choice of an engine, it greatly depends upon the dealer to show them what is best, irrespective of price—that is best for their particular needs. This may lose the dealer some money, but in the end it will increase his prestige in the community. Satisfactory service by the engine is an advertisement that will mean more to you than any selling

talk. The engine owner does the talking, and his neighbors usually want to get a similar engine when the time comes for them to buy.

The average farmer has a general idea of the uses an engine can be put to, but he looks to his dealer to recommend the size and style best suited for his particular needs. See that he gets an engine large enough to meet his to-morrow's needs—his power requirements will always get larger. Then should he at any time want to turn it back on a larger one, you can handle it to better advantage.

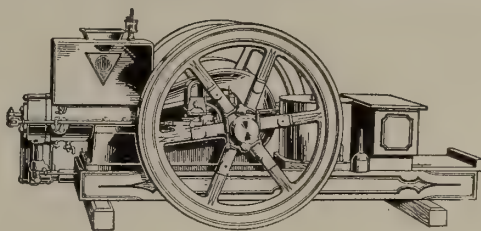
The greater the range of work an engine will handle the greater its value to the farmer. Handle an engine that gives more than ordinary service. In this way you build or create business.

### Gilson Interests Change Hands

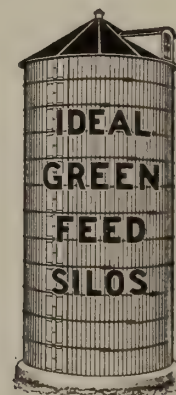
The entire holdings of the Gilson family in the Gilson Mfg. Co., the engine concern of Port Washington, Wis., and Guelph, Ont., have been purchased by H. W. Bolens, president of the company, and Olaf Elton. It is stated that the deal approximated \$70,000. The Gilson Mfg. Co. was organized in 1891 by John Gilson, Sr., and H. W. Bolens, specializing in the manufacture of gasoline engines and chair irons.



The World's Standard  
De Laval Separator



The Alpha Gas Engine. Always  
Ready to Work



MADE IN CANADA

## WHEN A GOOD DEALER AND A GOOD LINE OF DAIRY SUPPLIES GET TOGETHER

**T**HERE are two things that insure success in selling dairy supplies and equipment—the good standing of the dealer with the people in his locality and the reputation of the line he is selling. Both of these highly desirable conditions are the result of giving the customer full value for his money. When a good dealer and a good line get together, business is bound to be good.

We have been fortunate in having good agents. Our agents have been fortunate in always having in the De Laval Line the very best goods to sell. The result has been profit and satisfaction for all concerned.

The universally recognized quality of the De Laval Line and the agent's reputation in his locality for square dealing are the best combination in the world to get the business. The De Laval Line includes everything for the dairy farm, milk plant, creamery and cheese factory.

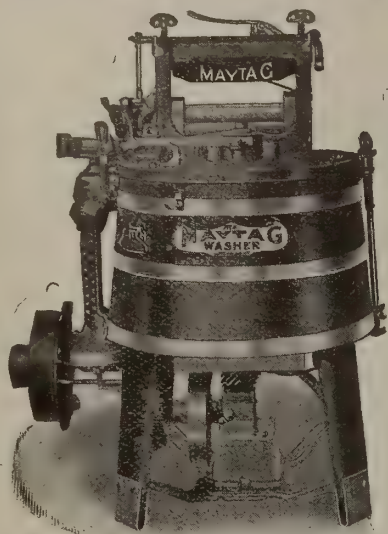
ASK FOR CATALOGUES AND COMPLETE INFORMATION

**De Laval Dairy Supply Co., Ltd.** WINNIPEG VANCOUVER  
MONTREAL PETERBORO  
LARGEST MANUFACTURERS OF DAIRY SUPPLIES IN CANADA



## The Maytag Multi-Motor Washer

Announcement Extraordinary!



### What the Maytag Multi-Motor Washer Will Do.

It operates the washer and wringer. It will operate the sewing machine, churn, cream separator or any other small machine that does not require more than  $\frac{1}{2}$  H.P.

Now Ready! Something entirely new! Looks good—"makes good"—sells on sight! Every woman wants one! No competition! Only Multi-Motor Washer on the market!

In short, Mr. Dealer, what has hitherto been considered impossible in washing machine manufacture is achieved in the Maytag Multi-Motor Washer.

The secret is in the light, powerful, compact little motor that is mounted right on the washer.

#### DEALERS

While in Winnipeg at the Bonspiel, visit us and see the Maytag Multi-Motor. Office corner Logan and Arlington.

The Maytag Multi-Motor Washer is breaking all sales records for us, so, it must be selling fast for our dealers.

The price fits the moderate purse, but puts a generous profit in your pocket. Get some of this good business. Be the FIRST one to supply the demand in your town.

Now, listen! Some live, progressive dealer in your territory is going to make BIG MONEY handling the Maytag Multi-Motor Washer—and it might as well be YOU.

You positively CAN sell this washer and, if you don't, your competitor will—and pocket the profits. Get in on this while the "getting" is good. Remember, the proof of progressiveness is showing new things FIRST.

If you are in business in Alberta, write to the Merchants Hardware Specialties, Ltd., Calgary, for full particulars.

## The Maytag Co., Ltd.

Logan and Arlington  
WINNIPEG MAN.

### New Selling Agency for McLaughlin Vehicles

T. J. Storey, president of the Canada Carriage Company, Brockville, Ont., recently left Winnipeg for the East after a visit which covered the three prairie provinces. He is very optimistic as to the possibilities of trade in all of the Western Provinces during the year. His last western trip occurred in May, 1915, and he reports that the optimism that he met everywhere throughout the west is characteristic of the very best years of the past.

Mr. Storey has been organizing the sales departments for the McLaughlin Carriages, whose vehicle business they have recently purchased from the McLaughlin Carriage Co., Oshawa, Ont. This well-known line of vehicles will now be manufactured at Brockville, and offered for sale in the different provinces throughout the West.

Mr. Storey has accordingly secured the old showrooms at 156 Princess Street, Winnipeg, so long occupied by the Fairchild Company. This will be the western headquarters of McLaughlin vehicles, and will be under the capable management of Mr. Peter McGregor, late of the McLaughlin Carriage Company. The sales department for Manitoba will be under the direction of Mr. O. E. Breen, that of Saskatchewan under Mr. F. N. McDonald, and that of Alberta under Mr. W. Morris.

Stocks will be carried at Winnipeg, Regina, Moose Jaw, Saskatoon, Calgary and Edmonton. This will give all of the old McLaughlin agents opportunities to continue the handling of this popular line of goods without any interruption to their trade.

Mr. Storey has also been looking after the interests of the

Canadian Briscoe Motor Company, one of the new auto concerns in Canada, and one of the old ones for the United States, which has been under the special supervision of Benjamin Briscoe, one of the oldest automobile men in the United States. This popular car will now be manufactured in Brockville, Ont. Manitoba and Saskatchewan will be represented by Joseph Maw & Company of Winnipeg, while Alberta will be under the direction of Mr. Samuel Roe. The Briscoe automobile has been adopted by the military authorities at Ottawa for overseas service with the Canadian Expeditionary Force.

### Aspinwall Publications

Two new folders from the Aspinwall Mfg. Co., of Jackson, Mich., and Guelph, Ont., are quite up to the usual high standard of publicity literature emanating from this well known company. One booklet covers the line of potato cutters, sprayers and planters produced by the Aspinwall factories; the other outlines their line of potato diggers and sorters. Both booklets are attractively printed and illustrated by engravings of the Aspinwall machines, outlining the various mechanical features and showing the machines in operation. These booklets can be obtained by interested dealers who will write the Canadian factory at Guelph, Ont., mentioning this publication.

### Farm Machine Prices Higher in Austria

The U.S. consul at Carlsbad in Bohemia, a province in the northwest of Austria, reported recently that the prices of agricultural machinery has advanced 15 to 20 per cent over the previous catalogue prices. This increase is due, says the consul, to the increased cost of material and production.

### Scotch—Without Soda

Jock, this game o' yours has got to be an established institution, jist like the Free Kirk! Fairs are a' richt in a wye, but breathes there a loon wha haunles a rock that widna lowse his job rather than be at the Annual Bonspiel in Winnipeg.

As my aul' freen, Sauners McWheepie, used to say:

"If a man's wark comes atween him an' the roarin game, he's a domned fule! He shud quit his wark."

Some fowks that hae nae sense, an' niver haunled a beesom, say that curling is a great waste o' siller an' a fearfu' waste o' time. Man, I'd look forward tae Eternity, if the golden streets up yonner hae jist a wee bit ice on them for maybe fifty weeks oot o' each year.

There's only twa kinds o' fowk; them that curls an' them that dinna ken the wye tae curl. The last named are the poleetical idiots mentioned abune.

Freens, I remind me o' the early days o' the auld game in Western Canada. Mony a bonny stane frae Ailsa Craig we sent doon. Syne sma toons and villages organized, and it's a puir place that canna show its curling club an' covered rink noo-a-days. Some fowks hung maistly tae the guid auld fashioned draw game. The laddie wha persistit in drivin' rocks oot o' the ring was looked on as a puir sport—the draw was considered the gentleman's game. But times hae changed. Bluid skites!

The Bonspiel at Winnipeg will be a graun combination o' business an' pleasure an' if ye dinna play the game come in' an' luk at the laddies sennin' them down. The fairm machinery fowk will be rale gled tae see ye when ye get tired o' curlin'—Wullie McSporran.

Some dealers don't read trade papers because they say they haven't time. Pretty soon time will be about all they will have.

### Modern Epitaphs

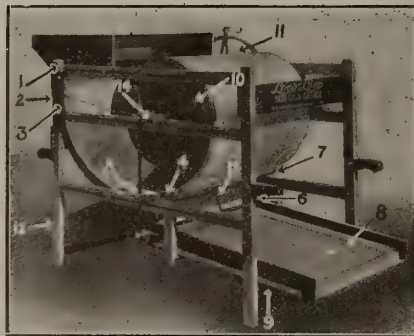
Here rest the bones of Silas Hay,  
The durn fool got too smart;  
He looked into a gun one day  
To see the bullet start.

Here neath the sod sleeps Ezra Tank,  
His folly none could throttle;  
He got up in the dark and drank  
Out of the acid bottle.

Here hang the bones of Johnny Bower,  
Who autoed on a spree;  
He hit the road at ninety an hour,  
And then he hit a tree.

Here lies John Green who entered rest  
With neatness and dispatch,  
To find a gasoline leak he,  
Employed a safety match.

## "LOOP THE LOOP" Seed Grain Graders



1. Oscillating feed pan; 2. Curvilinear circular chute; 3. Regulator of oscillating feed pan; 4. Adjustable door in fan drum neck, No. 7; 5. Adjustable valve throat; 6. Regulating plate on valve throat, No. 5; 7. Air chamber, No. 7; 8. Scalper sieve; 9. Cleaning rack under scalper sieve, No. 8; 10. Adjustment of the wind doors on fan bowl; 11. Gear drive wheel; 12. Chute which carries the lighter grain out; 13. Handle on adjustable door, No. 4, in fan drum neck, No. 7; 14. Eight-tooth sprocket for driving bagger.

### A New Invention that will bring big sales and profits to Agents

This Automatic Seed Grain Grader is a simple combination of the principles of gravity and wind in grading grain. It selects the heaviest kernels, turning back the small and light kernels. Positively eliminates wild oats from oats, wheat or other grain. Easy to adjust, easy to run. Handles all seeds with equal success. It is the only gravity grain grader on the market. Simple in construction, sells easily.

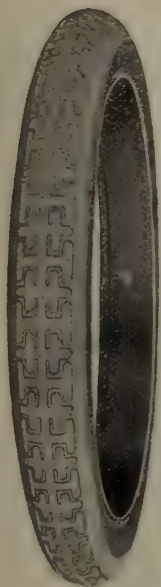
#### AGENTS WANTED

We want dealers to handle this profitable proposition. Write at once for agency proposition and particulars. Sole agency for Manitoba: THE EMPIRE LIGHTNING ROD CO., WINNIPEG. Manufactured by the

Seed Grain Grader Co., Ltd.

Geddie McKay Limited, Sec.-Treas.  
103 Darke Blk. Regina, Sask.



**"MALTESE CROSS"**
**TIRES**  
**FOR ACTIVE**  
**SERVICE**


**Canadian Made**  
**for Canadian Trade**

**Gutta Percha & Rubber, Limited.**

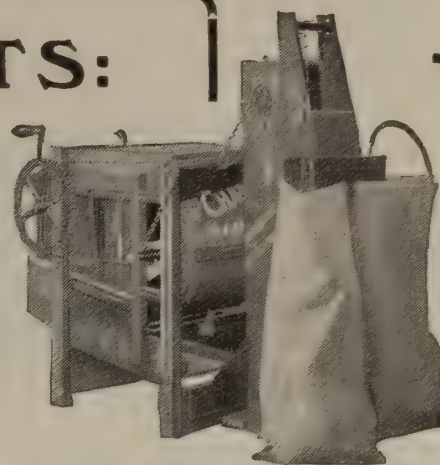
Fort William   Winnipeg   Regina   Saskatoon  
 Calgary and Edmonton

**AGENTS:**

Educate your Farmer  
 Customers to "Make  
 Dollars out of Wind,"  
 by using a

**Chatham**  
**Fanning Mill and**  
**Grain Grader**

All Mills equipped with  
 either 4-Foot Baggers or  
 8, 10 or 12-Foot Elevators



The Famous Chatham Chain Drive Mill

Our Mill has a life of over half a century, but every year there is added many new features, which make "The Chatham" the acme of perfection as a grain cleaner. The

**Two Gold and One Silver Medals, as**  
**well as Three First Class Diplomas**

won at Winnipeg Exhibition, against all competitors, is the necessary proof that we sell "The Best."

**If Interested in an Agency, Write Us**

Large stocks, as well as a full line of repairs on hand at Winnipeg, Brandon, Moose Jaw, Saskatoon, Calgary and Edmonton.

**GRAY-CAMPBELL, LIMITED**  
**MOOSE JAW, SASK.**

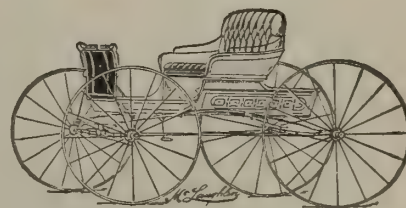
**"One Grade Only—and that the Best"**

# **McLAUGHLIN CARRIAGES**

**AGENTS WANTED IN UNALLOTTED TERRITORY**



WE take this opportunity of inviting all our Friends, and Prospective Agents who will be in Winnipeg during the Annual Bouspiel, February 8-18, to pay us a visit and inspect our line of Carriages for 1916. A full display of these will be on view at



**Our New Premises—156 Princess Street, Winnipeg**

(Located in Chambers of Commerce, facing the City Hall Square)

It would also be a pleasure for us if you would make our Office your Headquarters while in the City. Meet your friends here, and have your mail addressed in our care. If you cannot call, write for our 1916 Agency offer.

**CANADA CARRIAGE COMPANY, LIMITED**

**BROCKVILLE, ONTARIO**

**WESTERN BRANCH - 156 PRINCESS STREET, WINNIPEG**

**Transfer Houses: MOOSE JAW   SASKATOON   EDMONTON   CALGARY**



### Convention Week at M.A.C.

During Winnipeg Bonspiel a Farmers' Week will be held at the Agricultural College, Winnipeg. The Home Economics Societies will meet on February 15 and 16, while on February 15 a grain cleaning contest and agricultural implement display will be a feature at the college. The Canadian Seed Growers' Annual Meeting, the Agricultural Societies Convention, Manitoba Poultry Congress, Horticultural Convention and District Representatives' Confer-

ence will all be held on dates between the 15th and 17th of February. A large number of special prizes are offered for the Soil Products Exposition. Last year about seven hundred farmers attended this special convention week, and it is expected that this year over a thousand will be present.

### Advance-Rumely Officers

The newly-incorporated Advance-Rumely Thresher Co., which succeeds the Rumely Products Co., Laporte, Ind., has announced the following officers and directors: President, Finley P. Mount; vice-president and general manager, John H. Guy; secretary and comptroller, H. Berger; directors, John W. Platten, F. N. Close, Finley P. Mount, Lewis L. Clark, Stephen B. Fleming, Howard C. Smith, H. H. Wehrhane, Elisha Walker, Stephen S. Strattan and Edgar H. Elliot.

### Ford Dealers Will Meet in Winnipeg

On Feb. 15, during the Winnipeg Bonspiel, the dealers who handle Ford cars throughout Western Canada will hold a convention. This will take place in the Royal Alexandra Hotel, Winnipeg.

Manager Malcolmson states that some three hundred dealers will be there "with bells on."

Rousing addresses will be given and a banquet and splendid concert will be a feature of the evening's programme. Future plans for Ford sales will be outlined, and the convention will be addressed by G. N. McGregor, general manager, and A. N. Laurence, sales manager, these gentlemen coming West from Ford, Ont., to attend the convention. This convention should be a great opportunity for Ford dealers to get acquainted.

### A Satisfactory Separator

The Swedish Separator Company, Monadnock, Blk., Chicago, recently issued an interesting "round-robin," wherein eleven farmers, who had purchased "Viking" cream separators from a dealer for the company, testified to their complete satisfaction with results obtained from the Viking machine. During the past year this implement dealer purchased 75 Vikings from the company, and he states that customers are getting "universal satisfaction" from the Vikings which he sold.

### Big Oil Plant for Regina

It is reported that a million dollar oil refinery will be constructed in Regina by the Imperial Oil Company of Canada. Whenever weather permits its construction will be started. Crude petroleum will be brought by rail into that city from the Wyoming oil fields,

refined in Regina and then distributed throughout the Canadian West. An option has been taken by the company of 55 acres of land, and it is expected that the plant will employ between four and five hundred men. The Imperial Oil Co. is the Canadian subsidiary of the U.S. Standard Oil Corporation.

### A New Massey-Harris Catalog

A new publication from the Massey-Harris Co., Toronto, recently came to hand, and as a general catalog of the lines of this well known company it certainly is the finest piece of publicity work they have gotten out in some years. The covers of the catalog show a continuous rural landscape scene, farm, fields, etc., with in the foreground the familiar Massey-Harris binder at work. Throughout the catalog is finely printed and illustrated, the type used being bold and easily read, while the cuts of the various machines and implements are clean cut and distinct in detail. A very neat method of outlining the special features in the description of the various machines is used.

Amongst other features the catalog illustrates and describes: Mowers, reapers, binders, rakes, hay machinery, disc harrows, cultivators, drills, manure spreaders, cream separators, pulpers, straw cutters, ensilage cutters, gasoline engines, grinders, spray outfits, plows, wagons and sleighs, etc. We believe that all interested dealers can procure a copy of this excellent trade publication by addressing the nearest branch of the company mentioning Canadian Farm Implements.

### American Well Works Open Canadian Plant

The American Well Works Co., of Aurora, Ill., are establishing a branch at Chatham, Ont., having purchased the factory formerly occupied by the Defiance Engine Co. They intend to add to the buildings and equipment of this concern at once, and will begin operations at an early date. They will start with a force of about 60 men and will manufacture various lines of pumps, making a specialty of deep well pumps.

### Nerve!

"Great cats!" said the pup. "Talk about your nerve! Someone has gone and put up a building right over the place where I buried a bone."

**OVER 100,000**  
of these outfits in use in Canada, the  
United States and Australia



The simplest and most reliable windmill on the market. Very easily assembled. The mill pulls into the wind which makes it absolutely storm resisting. In case the wire is broken the mill automatically turns out of the wind and locks itself out. Furnished with compression grease cups throughout, removable bearings, heavy vane stems, direct lift, reversible steel pitman eliminates entirely troublesome wrist pins. Our windmills will meet any competition.

Write for catalogue and further particulars.

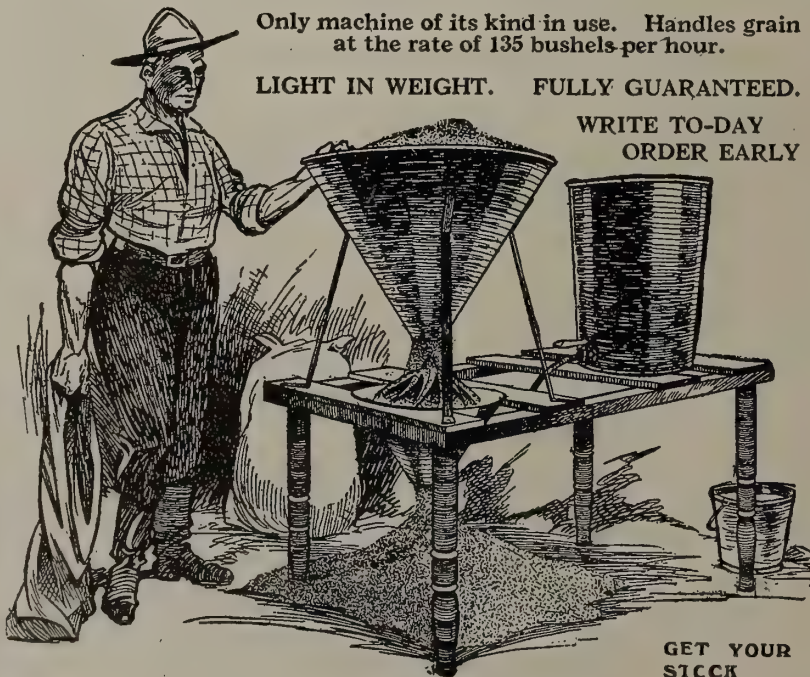
**Manitoba Engines Ltd.**  
Brandon, Man., and Calgary, Alta.

## The Automatic Grain Pickler

Only machine of its kind in use. Handles grain at the rate of 135 bushels per hour.

LIGHT IN WEIGHT. FULLY GUARANTEED.

WRITE TO-DAY  
ORDER EARLY



GET YOUR  
STOCK

FOR SALE EXCLUSIVELY BY

**Cushman Motor Works of Canada, Ltd.**

Builders of light weight, high grade Gasoline Engines for all Farm Power Work

289 Princess Street, Winnipeg



**A Comparison**

The measure of good farming in Canada is profit per man rather than yield per acre. As yield per acre increases beyond a certain normal, the cost per bushel, or the average, will be increased, although in individual cases the reverse may be true.

The same principle might be applied to the implement business. Mere volume of gross sales is no indication of excessive profit. Instances can be shown where the cost of securing the business more than consumes the profits. It is profit per sale that ultimately determines the success of the business ladders and specialties.

**Plow Co. Will Make Tractor**

It is announced that the Rock Island Plow Co., Rock Island, Ill., has purchased the tractor business of the Heider Mfg. Co., Carroll, Ia. The plow company have taken over the tractor plant and machinery, moving it to Rock Island. The tractor will still be known as the "Heider" tractor. The Heider Mfg. Co. will, as formerly, produce their well known line of Heider eveners, ladders and specialties.

**A New Tractor Concern**

A new company at Detroit, Mich., is the Wolverine-Detroit

Tractor Co., organized to manufacture farm tractors. William J. McNamara, formerly mayor of

Edmonton, is head of the new company. This new tractor has some excellent features.



**LOW  
DOWN**

## Massey-Harris Spreader

**WIDE  
SPREAD**

Here is a Spreader that is low down, but not too low—plenty of clearance under the frame.

It is a wide-spread machine—spreading full seven feet wide although the box measures only 3½ feet.

Ample strength is secured by making the frame of steel—heavy 4 inch Channel Side Sills with Steel Cross Sills, forming the strongest frame ever put on a spreader.

The simple Chain Drive does away with all Cogs, Clutches, and Springs, and when out of gear no parts of the machine are running to cause wear.

The Upper Beater is in two sections, set at an angle to spread the load out beyond the wheels.

The simple direct drive—the divided beater and small size of same—the taper shape of the bed—the broad faced wheels—the careful fitting of all parts—these combine to secure light draft.

### Massey-Harris Co. Ltd.



**Head Offices  
TORONTO, CANADA**

Canadian Branches at: Montreal, Moncton, Winnipeg, Regina, Saskatoon, Swift Current, Calgary, Yorkton, Edmonton, E. G. Prior & Co., Ltd., Victoria, Vancouver and Kamloops.



## Little Genius Power Lift Engine Plows



ON the P&O Little Genius the lift device operates all three wheels, giving the plow a high and level lift. When the operator of a Little Genius pulls the trip rope he gets instant and positive action whether entering or leaving the ground. Nothing is left to chance—on raising the bottoms the powerful lift calls for but a small amount of traction (note absence of spuds on power wheels), and when entering the ground the whole weight of the plow is brought to bear upon the bottoms. The No. 2 Little Genius is made in two and three furrow with 12 or 14 inch bottoms. Any of the standard types of P&O bottoms can be furnished.

Made by **PARLIN & ORENDORFF CO., Canton, Ill., U.S.A.**

**International Harvester Company of Canada, Limited**

**SALES AGENTS  
FOR CANADA**

Winnipeg Brandon Regina Saskatoon Yorkton North Battleford Estevan Calgary Edmonton Lethbridge



### The Real Reciprocity

How many retail dealers encourage the idea of patronizing home institutions to the extent of buying goods outside of their own lines from their home merchants?

It is a fact that in many small towns the dry goods, clothing and furniture stores do not carry a very large assortment of goods and, in many cases, carry the same cheap lines that were in demand when the country was new and when the people were able to buy only cheap goods.

These days have gone. The tendency is for people to buy better goods of all kinds when they are able to do so. The average man wants a good home with modern conveniences. He likes it well finished. Yet how many storekeepers in small towns have at different times sent away for furniture or articles of domestic utility instead of going to their brother merchant and asking him to procure the goods for them. Is it not infinitely better to order the goods at home and keep the good will of your fellow dealer.

Reciprocity should be practised among retail dealers; they should buy from each other, and in the end they would all be as well off and there would certainly be less feeling of jealousy between merchants.

Every merchant in a town should take a pride in his own town and do everything he can to build it up. For that reason he should try to assist his competitor in making a sale, when he cannot make it himself, instead of encouraging the business to go to some other town or to a catalog house.

### Good Display Pays

The general merchant and the boot and shoe man take pains to make an attractive display of their goods. Why should not the hardware and implement man do likewise? In some hardware stores where implements are sold in connection, we have seen them piled in a shed at the back of the store, open to dust, rain and freezing cold in winter.

And in cases, even the exclusive implement man neglects his show room. He may pile his stock in when he receives it, never changing it around until it is sold. This is bad business.

The seasonable lines should be brought to the front, dusted and made to show off to the best advantage. A gasoline engine should be set up ready to operate at any time. To it may be attached a cream separator or a fanning mill, or a manure spread-

# CANADIAN FARM IMPLEMENTS

THE OFFICIAL ORGAN OF THE  
INTERPROVINCIAL RETAIL IMPLEMENT DEALERS' ASSOCIATION  
AND  
SASKATCHEWAN RETAIL IMPLEMENT DEALERS' ASSOCIATION

A MONTHLY NEWSPAPER  
DEVOTED TO THE INTERESTS OF DEALERS IN AND MANUFACTURERS OF  
FARM IMPLEMENTS, VEHICLES, ENGINES AND MACHINERY

Established in 1904 and Published Monthly by

**Canadian Farm Implements, Limited**

**F. D. BLAKELY, Manager**

811-12 CONFEDERATION LIFE BUILDING Telephone Main 518 WINNIPEG, CANADA

### SUBSCRIPTIONS

\$1.00 per year in Canada; Foreign \$1.25 per year.

Single Copies, Ten Cents

### ADVERTISING

RATES MADE KNOWN ON APPLICATION

Change of Advertising Copy should reach this office not later than the 25th of the month preceding issue in which insertion is desired.

### CORRESPONDENCE

Solicited on all matters pertinent to the implement and vehicle trade. As an evidence of good faith, but not necessarily for publication, every correspondent must sign his name. We reserve the right to edit all matter submitted but do not undertake to endorse opinions expressed by correspondents.

Member Western Canada Press Association  
Entered in the Winnipeg Post Office as second class matter

WINNIPEG, CANADA, FEBRUARY, 1916.

er jacked up from the floor, or all of these may be connected up by the use of a little shafting. The old fashion of keeping the implements scattered over the back yard is neither profitable nor attractive to the trade.

### Things That Count

Taken as a whole, three big factors go in to make success for the dealer, and if the man is found who can truthfully answer "yes" to the following questions, the chances are this man is a successful dealer and is making money. The questions are:

Do you buy for cash?

Do you keep down your overhead expense?

Do you follow the rule of buying quick turnovers?

If the dealer can pay cash for what he buys, he can buy more cheaply. It is a mistake to buy in a hurry, or without fully investigating the machinery proposition put up to you. Look around for a bit and get the best prices for the class of goods you want. Don't load up. Carry only what stock is necessary, and this will help you keep the stock clean and assist you in making the largest number of turnovers. By this plan you are not compelled to pay interest on accounts overdue, on notes at the bank, or interest on your investment.

Consider your overhead ex-

pense. Were there leaks anywhere in your business that you saw for a moment last year but have lost sight of? If so see that they are stopped and figure out how much these little leaks cost you.

### Considering the Tractor

It is lucky for the dealer, and for the industry, that the tractor game is in its infancy, so to speak. It gives an opportunity for dealers to get together and study the problems of distribution and to arrive at an amicable agreement as to equitable discounts before the business gets away from the dealers, as did the automobile trade.

Here's a point many of the dealers in farm equipment are overlooking: The demand for tractors is greater than the manufacturers can supply. The manufacturers are going to sell all the tractors they can make, whether dealers handle them or not. They prefer to deal with the retailers, because the dealers are, in the main, responsible, and are prepared to give service. For this representation they are willing to pay. But if the manufacturers cannot find dealers to represent them, farmer agents, operators of garages, automobile dealers and other lines of industry may be employed to look after the trade in their limited territories.

### Personal Initiative

Some salesmen have to be chased if you want them to keep at work steadily, others, again, will consistently work and work hard. The latter type of man usually has a sensitive temperament—a thing lacking from the man who is not given to overworking himself. The hard-working salesman has, in the majority of cases, personal initiative. He wants to be left alone to work out his personal ideas. He believes that he can, by personal effort, produce results. He does not want to be "shown," or to be continually worried by instructions.

It requires a great deal of care to successfully handle a salesman of this temperament, but when he has got properly started we believe that the manager of a business can get more co-operation from him than any other type of salesman.

Men who are following salesmanship as a means of livelihood, should realize that they must do things in a businesslike way and in order to hold their positions they should be willing to receive instructions and follow them.

### Passing Thoughts

This summer buggies will sell better than usual. There is more money in sight, and the dealer who has hitched up to a good line will find it a profit builder.

How about the light tractor business? Little fall plowing will mean rush work in the spring. Right there is where the tractor shows its prowess. With the tractor and a good line of engines, there is no limit to the field. They are useful wherever power is required.

Many implement men do not pay much attention to the pump and windmill trade. It is a part of the business that does not bring in such large sums of money as selling some lines, but the profit is just as good, if not better.

### Where the Kale Goes

The annual report of Sears, Roebuck & Co., Chicago, the large U.S. mail order concern, shows receipts of \$112,665,725 for the year 1915, an increase of \$11,544,071, or 11.4 per cent over 1914. And yet farmers talk about the apathy and "deadness" of their local towns. Why don't they support them? How many of those millions goes back to the small town?





A. E. DONOVAN

We reproduce herewith an excellent photograph of A. E. Donovan, manager of the Cushman Motor Works of Canada, a gentleman well known to the majority of West Canadian dealers. Mr. Donovan is a son of the Emerald Isle, being born in the south of Ireland. After completing his education in Cork, young Donovan emigrated to America, settling in New York city. Entering the business of a large concern who specialize in decorative sheet metal work, Mr. Donovan rose rapidly to the post of works superintendent, which position he held for several years.

Leaving the Eastern states we next find him managing the hardware factories of the Wagner Mfg. Co. at Cedar Falls, Ia., a post which he occupied for some five years. In 1911 Mr. Donovan joined the organization of the Cushman Motor Works at Lincoln, Neb. For the Cushman interests he became pioneer traveler in Western Canadian territory, gaining a far-spread popularity with local agents throughout the West. In 1913 the Cushman Motor Works of Canada located their Canadian headquarters in Winnipeg, and in a few months Mr. Donovan was appointed Canadian manager for the company. Since that date the ever-growing popularity of the Cushman line of binder engines, threshing outfits, etc., has shown steadily increasing sales under the capable supervision of its manager, who recently opened Eastern Canadian warehouses for the company at London and Toronto. A practical mechanic to the finger tips, Mr. Donovan combines under his unassuming personality those qualities of practical knowledge, salesmanship and executive ability which are all too rarely found in the make-up of any one individual.

### Develop Windmill Sales

With ever rising prices for liquid fuel, the dealer should consider some of the valuable selling features in the windmill. Owing to the following reasons, and many more, the windmill should sell more generally than is now the case.

Water can be pumped with a windmill more cheaply than by hand.

It gives the farmer more time for other work.

A windmill will pump whenever the wind blows, either night or day, or both, all the year round.

It needs practically no attention.

Its upkeep is practically nothing; needs no batteries or gasoline, and can now be fitted with special bearings which do not even require oiling.

Its first cost is not great.

It can be fitted so as to start and stop automatically, keeping the tank always nearly full.

It will last for many years, and costs less than 1 cent a day.

Ask a farmer or his boy if he would be willing to pump water for 1 cent a day.

It can be equipped to force water into the house, as well as supply it at the barn and well, thus making it easier for the women, as well as the men.

When once sold, stays sold; no comeback.

Can be sold at a very good margin of profit for the dealer.

Is not hard to install and in many cases the farmer can do his own erecting.

It is practically noiseless.

It is safe to use, no danger of explosion, or fire, catching of clothing in belts, or anything of that kind.

The arguments are all in favor of a good windmill for pumping water, and the dealer who realizes this, pushes windmills and canvasses his territory should secure a goodly number of windmill orders every year.

### Sell By Comparison

While the dealer may not suffer from the encroachments of the direct selling concern so much as other types of retailer, a great many buggies are sold by the catalog houses.

These are attractive appearing vehicles described in glowing terms and with almost any kind of a guarantee attached, but after they have hit the road a few times the thin paint begins to peel off, the springs to break, the wheels to run wobbly and other imperfections to show up.

If there is much of a trade in

these vehicles in your vicinity it may pay you to get one of these cheap buggies for the purpose of comparison. You can get a good job from your wholesale house that will sell about as low, or possibly lower, than the catalog house buggy and to which it would be far superior. A comparison of the two upon your floor should go a long way towards discouraging buying from the retail catalog house.

### The Effect of Gas Power

The automobile has not worked extinction for the older vehicles; rather it has called for readjustment. Gasoline traction may at some distant date supplant the farm horse, but there will remain a need for vehicles and wheeled implements, and as the practice of intensive agriculture grows the number of these articles to meet the country's requirements may be expected to increase rather than diminish. It is reasonable to expect that the mechanical tractor will tend to increase the capacity and the number of farm wagons, and render other farm machinery both more powerful and more complex.

### Business Brevities

It is a fact that you cannot get all the business to be had in your territory, but is there any reason why you shouldn't try to get all you possibly can?

If you believe in advertising advertise—if you don't believe in advertising, advertise your business for sale.

Doesn't take much business ability to cut prices—most anyone can do that. But it does require the keenest kind of a business head to run an implement business at a profit in the face of hard competition, and stay in business.

You must make a careful study of both ends of the business. It's hard, sometimes, to sell goods and then hard to get the money. Both the buying and selling ends of your business are important—you must study them. Your solution of how a business should be carried on makes it either a success or a failure.

### Instil Confidence

Above all, learn the lesson of service. If a customer registers a kick, make it right with him. Go out of your way to please him. It don't do the firm any good to sell him goods that don't satisfy him. If he hasn't confidence in your line, don't take his money until he is convinced. It's a liability every time.

### Personal

E. J. Anderson, Plenty, has sold out to Lewis Uhle.

S. H. Dunk has closed his harness store at Ninga.

Frank Perices is a new implement dealer at Edgerton.

Peter F. Stobble has opened a new warehouse at Hague.

J. P. Ross has bought out D. Douglas, a dealer at Girvin.

Albert Fennell has opened a new implement stand at Eston.

J. Hall has opened a retail implement warehouse at Liberty.

The Rutt Garage is a new automobile agency located at Etzikom.

Charles Kent has discontinued his automobile agency at Humboldt.

Geo. M. Collier has discontinued his implement business at Austin.

H. Hunter has opened a new implement stand in the town of Kinistino.

Murchison & Ross have commenced selling implements at Kindersley.

W. H. Dell has commenced a harness business in the town of Shaunavon.

A new concern doing business in Saskatoon is the Excelsior Machine Co., Ltd.

L. L. Morrow, an implement dealer at Lumsden, has sold out to C. P. Morrow.

Jas. Isbister has added a line of implements to his blacksmith business at Griswold.

A partnership has been registered for the implement firm of H. J. King & Co., Souris.

A new retail implement concern located in Swift Current is known as the Mainwaring Co., Ltd.

E. Normand has bought out the implement business of L. A. Lafreniere & Son, at Howell.

Roseburgh & Mudie has bought out the machine shop at Brandon formerly controlled by Thomas & Co.

Ewing & Braden, dealers at Rosthern, are stated to be negotiating for dissolution of partnership.

A receiver has been appointed for the Armstrong Well Drilling Co., of Saskatoon and Waterloo, Iowa.

Borton Bros., implement dealers at Loughheed, recently suffered loss by fire. Full insurance was carried.

It is reported that E. W. Bean has now sole control of the firm at Pangman—formerly Bean & Diemert.



A. E. Potter has bought out the implement business at Plum Coulee, formerly carried on by A. Loeppky.

Davenport & Vaughan, harness merchants at Macoun, have sold out to a "waxie" named P. E. Hayes.

Williamson & Kiennan, auto dealers at Watrous, have dissolved partnership, F. A. Williamson continuing.

M. A. Courchenne has bought out the implement business at Duck Lake, formerly controlled by J. J. Harris.

W. F. Anderson, a hardware and implement dealer at Swanson, recently suffered loss through fire on his premises.

The Watrous Hardware Co., dealers in hardware and implements, have discontinued operations in that town.

Don't know how it's spoken—but V. R. Hryoniuk, a dealer at Hafford, has taken as partner one named Hamuniuk.

Allen S. Baker, founder of the Baker Manufacturing Company, Evansville, Wis., died at his home in that city, Jan. 9.

Our old friend, W. P. Landon, the implement dealer at Red Deer,

has discontinued operations, at that point in Alberta.

The Advance-Rumely Co., Inc., has been incorporated in Saskatchewan under the act respecting Joint Stock Companies.

C. M. Chaplin, an implement dealer at Lumsden, and no relation of the film star, has sold out his interests to C. C. Keith.

Smith & Duncan, hardware and implement specialty dealers at Liberty, have dissolved partnership. H. F. Smith continues.

C. C. Stephens has taken over the implement, flour and feed business at Hawarden previously controlled by Jay & Stebbings.

Hutchinson Bros., implement dealers at Ettington, are reported as having opened branch businesses at Vantage and Mossbank.

Horton & Johnson, implement dealers at Leney, have dissolved partnership. E. P. Horton now has sole control of the business.

John A. Shewfelt recently opened an implement warehouse in Manitou. We wish him every success in his business at that point.

A. F. Barry, formerly a blacksmith at Cartwright, has forsaken the anvil and started operations as

a retail implement dealer in that town.

John Schmidt has bought out the implement warehouse at Hepburn formerly controlled by two dealers named Quering and Wiens.

Sproule & Anderson, implement dealers at Assiniboia, have dissolved partnership. In the future F. C. Sproule will carry on the business alone.

The premises formerly occupied by the Canadian Cordage Co. at Peterborough, Ont., will be taken over by the Peterborough Metal Products Co.

W. J. Wilson, sales manager for the Winnipeg Ceiling and Roofing Company, recently spent a few weeks on a business tour to Eastern Canada.

We regret to note that W. G. Mitchell, an implement dealer at Asquith, recently suffered a considerable financial loss through fire on his premises.

The Renfrew Machinery Co., Saskatoon, recently had a considerable loss through fire on their premises. The damage done is fully covered by insurance.

Our old friend, W. E. Hall, formerly manager for the Cockshutt Plow Co., at Calgary, and now connected with a legal firm, has been appointed Clerk of Court at Calgary.

We regret to report the death of Saxon F. Shenstone, treasurer of the Dominion Radiator Co. Mr. Shenstone was a son of Joseph S. Shenstone of the Massey-Harris Co., Toronto.

Arthur Erwin, formerly with the Rumely Products Company, has taken the position of collection manager of the Avery Company, Peoria, Ill., succeeding J. W. Hamer, deceased.

Henry T. Park, president and treasurer of the Flint & Walling Mfg. Co., Kendallville, Ind., died at his home in that city on Jan. 23. Mr. Park has been connected with the company since 1872.

A new company, recently incorporated in Winnipeg, is named the Steel Foundries, Ltd. Among the shareholders are: P. J. Smith, A. M. Tugatt, G. A. Crawley, V. V. Richardson and J. Kerr.

McInnis & McMarten, implement dealers at Bethune, have sold their interests at that point to two dealers named McGill and Muir. This looks somewhat like the report of a Caledonian Society meeting.

C. J. Brittain, Manager Canadian Fairbanks-Morse Co. is at present on a trip east, during which he will visit Toronto, Montreal, New York, Phila-

delphia, Chicago and Beloit, Wis. He will be gone two or three weeks.

J. A. Coleman, who has been advertising manager for the Sharples Separator Co., West Chester, Pa., for the past year has resigned. He is replaced by Astolf Levin.

The Avery Company, Peoria, Ill., has bought out the plant of the Kingman Plow Co., located at that center. This enlargement of the Avery factories adds 18 acres to the existing plant, giving facilities for greatly increased production.

The town council of Fergus, Ont., will submit a by-law to the ratepayers to loan the Superior Barn Equipment Co. \$10,000 for the establishment of a factory. If the by-law is passed the company will spend \$7,500 on remodelling a building which they have purchased.

Paul Arbenz, who for many years was with the Dain Manufacturing Company in Ottumwa, Ia., and later manager of the Deere branch in Eastern Canada, is now connected with the H. P. Wright Investment Company of Kansas City, Mo. Mr. Arbenz has been elected vice-president of that company.

Our old friend, T. J. Storey, president of the Canada Carriage Co., Brockville, Ont., recently returned east after visiting all of the western general agencies and branches of the McLaughlin Carriage Co. Mr. Storey has arranged for the sale in Western Canada of the well-known western general agencies and looks forward to a very profitable 1916 trade.

M. P. Roblin, the veteran traveler for the American Seeding Machine Co., who is now farming near Rainton, Sask., was in the city for a few days recently when he paid us a visit. While Mr. Roblin has joined the ranks of agriculturists, he still retains a very kindly feeling to the implement trade, and asks to be remembered to all the boys on the road and in the implement store.

E. E. Lyday, manager of the Maytag Co., Winnipeg, has just returned from a few days in the Twin Cities. While there he had a conference with Senator Maytag, president of the Maytag Co., of Newton, Ia., when 1916 business in Western Canada was fully discussed. Mr. Lyday leaves Winnipeg on Feb. 8 for a visit which takes in Regina, Calgary and Vancouver. From the latter he will proceed by steamer to Southern California where he will spend a month's holiday.



### IS A GOOD PROFIT LINE

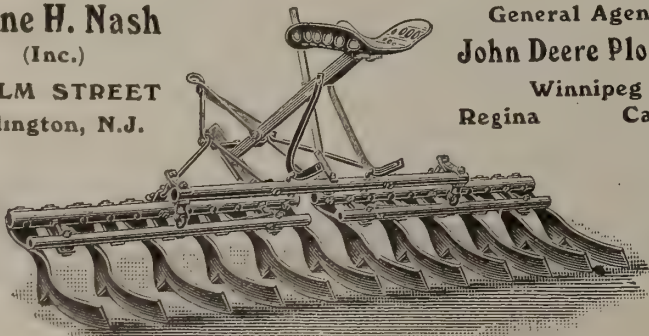
You will profit liberally by co-operating in our selling plan. A number of best territories are open. We are the only manufacturers of genuine "Acme" Harrows, already well known to your customers. "Acme" quality, "Acme" reputation, and our strong advertising campaign in your territory, will help you. Your customers will surely want "Acme" Harrows.

Apply at once for the "Acme" agency for your locality.

**Duane H. Nash**  
(Inc.)

10 ELM STREET  
Millington, N.J.

General Agents:  
**John Deere Plow Co.**  
Winnipeg  
Regina Calgary



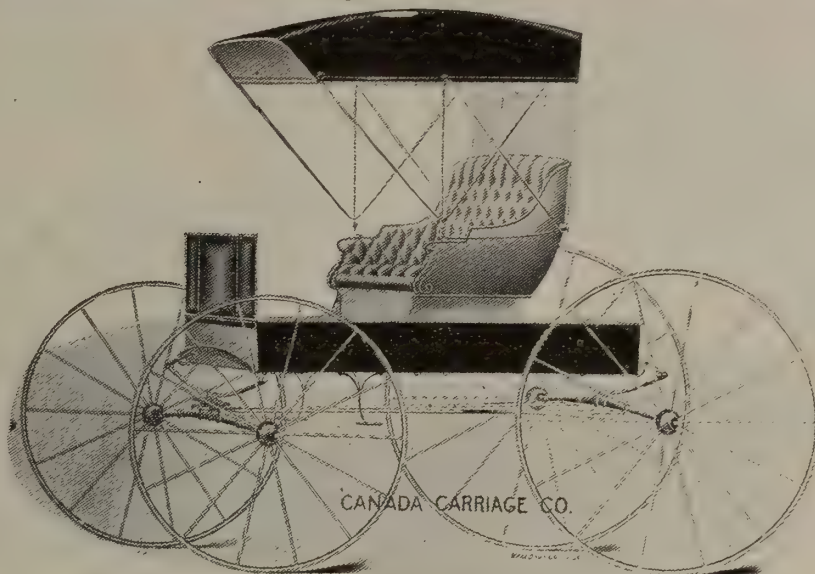
No. 23—  
One of the  
many  
"Acme"  
styles



# SELL THE LINE OF QUALITY THE UP-TO-DATE LINE

— The Famous Wrought Iron Line of Buggies —

We carry the largest and best assorted stock of Buggies in the West. See our vehicle line while in Winnipeg during Bonspiel Week.



Manufactured by the Canada Carriage Co., Brockville, Ontario  
exclusively for the John Deere Plow Co., Limited

Look up the  
**Brockville  
Wrought Iron  
Line**

Strong Corners!  
Rigid Panels!  
Plugless Sides!  
Elegant Finish!  
Correct Design!

Mr. Dealer:

The Wrought Iron Line of Buggies is an exclusive feature, and only supplied by us. Its quality appeals to your customer.

**Why Not Suit Your Customer by Selling This Line?**

## A REAL ONE-MAN TRACTOR PLOW

For Which There are Many Prospects in Your Community—  
And Easier to Operate than Falling Off a Log

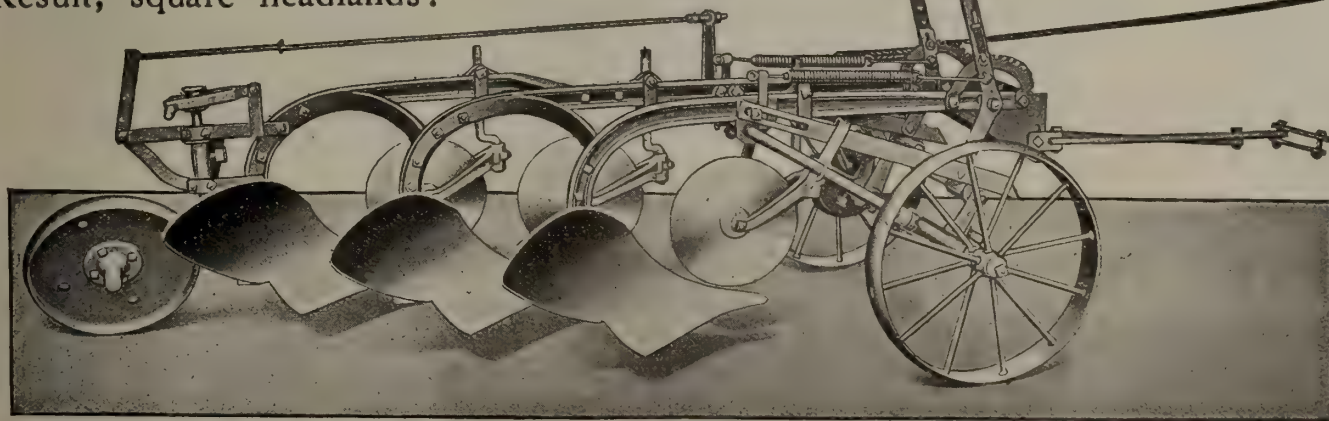
**Easily Sold—Because:**

It has simple and effective Power-Lift that raises all the bottoms high and level!

Bottoms raised or lowered in only 14 inches of ground travel!

Result, square headlands!

Hitch adapted to any style of Tractor!  
Flexible Front Truck!  
Furnished in two or three bottoms!  
Stiff hitch—you can back this plow!



Equipped  
with  
John Deere  
Quick  
Detachable  
Share

The John Deere Pony Tractor No. 3. Pull the rope to lift, pull again to drop. (Illustrates High and Level Lift)

# John Deere Plow Co., Limited

Winnipeg Regina Saskatoon Calgary Lethbridge Edmonton



### U.S. Banks Will Discount Implement Notes

The National Implement and Vehicle Association, through Secretary McCullough, recently asked the Federal Reserve Board at Washington a number of questions. The first was as to whether farmers' notes given for the purchase price of farm tools and machinery were discountable under the laws of the federal reserve act.

The law permits the re-discount of six months' paper that has been drawn or issued for "agricultural purposes," and in the reading of the law the board will permit notes and bills of exchange drawn by implement dealers on a farmer to come under the heading of notes drawn or issued for agricultural purposes.

### A New Tillage Implement

An inventor in Oklahoma has been granted a patent on a new type of soil mulching harrow. The principal features of this new implement are a rigid but expansive central frame, to which are attached flexible wings. These wings are capable of expansion and contraction, without altering the relative positions of the teeth. The inventor claims that this

tool will stir the soil to a uniform depth, regardless of contour, mulching the soil so that the loss of evaporation by moisture will be all but eliminated.

### Cultivating Alfalfa

A good tool for your customers to use in cultivating alfalfa after a stand has been secured is a spiketooth harrow, in which the teeth can be slanted. This will pull out the shallow rooted grasses and weeds that are so injurious to alfalfa. The time to use this method is in the early spring when the plants are dormant. The objection to the disc-harrow or the spring tooth harrow is that it injures the crown of the plant, causing it to rot.

### Implement Freights Advance in U.S.

U.S. railroads operating west of the Mississippi have obtained material increases in freight rates through the Interstate Commerce Commission. The carriers urged in general an increase of 2 cents per 100 lbs. on implements, which the commission grants except to Louisiana points. In some instances the increase is as high as 11.11 cents per 100 lbs., but it averages about 2 cents. An advance

also became effective January 1 in freight rates on agricultural implements to southern territory generally, and also in minimum weights, which will raise the weight of the carload from 20,000 to 24,000 lbs.

### Renfrew Annual Convention

Early in January, the Renfrew Machinery Company, Ltd., Renfrew, Ont., held its annual convention of salesmen. Among the features of the occasion was the announcement that the company's sales had increased 50 per cent over those of 1914. Seventy-five salesmen were present.

### A Russian Machinery Centre

Rostov, the Russian city that lies at the north of the sea of Azof, a branch of the Black Sea, is the greatest farm machinery centre in Russia. For half a mile on both sides of the great Sadovaya Boulevard is a continuous line of showrooms and warehouses all filled with foreign machinery. Rostov's business houses have a regular trade with Astrachan, supplying goods to Trans-Caucasia and even to Northern Persia. In 1914 Rostov houses sold 600 power thresher

outfits, valued at over two million dollars. Of these sets 400 were British, the remainder mainly German. General selling terms are: One-half cost paid in first year, one-quarter in second year and payment completed in third year. On small machinery, credit varies from six months to one year; heavy machinery, from two to three years, with interest at 6½ to 7 per cent

### Power and the Plow

Plowing is the big power—requiring farm operation. The farmer must plow for the crop, plow after the crop, and plow for the next crop, even if the crop fails. Therefore, in sections where horse raising cannot be carried on profitably in a limited way, the tractor affords a solution of this great farm power problem, and which, in connection with the horse, can be used to more than double the crop acreage possible with horse power only.

### Make a Showing

Make the display room attractive. Few implement men devote much time to this, but there is no reason why the implement show room should not be as well taken care of as the dry goods store. Even the window display is not an impossibility when there are so many small items in the stock.

### Real Salesmanship

Jinks had a normally worried look that made you think some secret sadness existed in his life. His wife had phoned him to bring home some carbolic acid, and by mistake he wandered into the adjoining hardware store instead of the drug store. Deep in thought, he asked the hardware clerk for ten cents worth of carbolic acid.

"We're out of carbolic acid right now," said the ambitious clerk, "but let me show you our nice line of ropes, razors, revolvers and cartridges."

**STOVEL**  
COMPANY  
Limited.

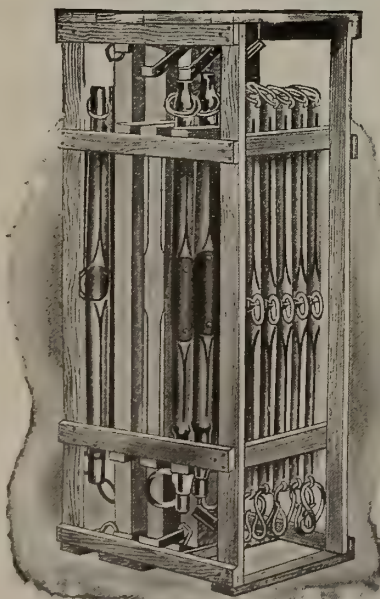
the high-class  
Engravers  
WINNIPEG.

PHONE G.1600.



## Let Us Get Together on This

Our Goods are Profit Makers for the Dealer, Best Quality Stock. Finely Finished, Thorough Workmanship



Wagon and Sleigh Painted Goods  
Implement Specialties of all Kinds

### Bolted and Fitted Duplicate Plow Shares

Each Share an exact duplicate. Warranted to fit as well as the original. Over six hundred different patterns.

Here we illustrate a couple of the lines we specialize on.

Call and see us during business hours at our prices before buying. It will pay you. If you cannot call, write and we will have our traveller visit you.



THE  
BEST  
PLACE

**D. Ackland & Son, Limited**

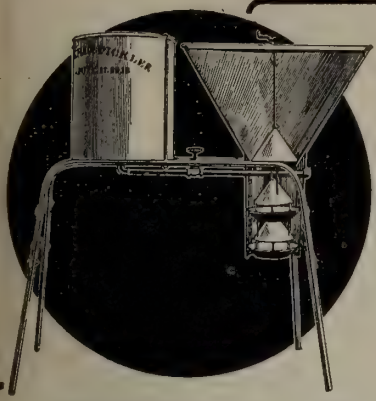
Calgary  
Edmonton



65-68 Higgins Ave.  
Winnipeg

THE  
BEST  
GOODS





Sectional View of the "Fox" showing the design of mixing cones.

## HERE'S A WINNER! The "FOX" AUTOMATIC Grain Pickler

In Quality of Construction, capacity and perfect efficiency in treating grain the "Fox" Automatic Pickler outclasses any other pickler sold. Low in Price. Lasts long and gives constant satisfaction.

### Dealers: Investigate This Profit Builder

Note the exclusive features in design. The arrangement of the cones and inverted cones in the 8-inch mixing spout ensures a thorough soaking with solution. The cones turn the grain over four times as it passes down. Hopper, solution tank, mixing cones and spout are of strong 24-gauge galvanized iron. Frame of 1/2-in. steel tubing, rigidly braced. No wood used in construction. It is the strongest pickler ever sold.

### Listen To What An Expert Says:

George Lane, owner of the Famous Namaka Farm, writes: "My Manager at the Namaka Farm tells me that he tried out the 'Fox' pickler last spring and reports that it worked very satisfactorily."

### Get Our Agency Proposition Right Away

Special prices on lots to dealers. Exclusive territory arranged.  
DON'T DELAY BUT WRITE US AT ONCE.

**W. J. BELL**

661 Hochelaga St., W.

MOOSE JAW, Sask.

## The "Jumbo"

LAND PACKER

The First and Best  
Soil Packer on the  
Market

A PERFECT  
FLOW ATTACHMENT



### The "Jumbo" Land Packer Pays

a bigger percentage of profit than any other Farm Machinery you handle. Low in price but 100 per cent efficient. Every farmer knows the value of a land packer, and this is the BEST

WRITE FOR DEALERS PRICES AND PROTECTED RETAIL PRICE

**WINNIPEG STEEL GRANARY AND CULVERT CO. LIMITED**

P.O. Box 3054

WINNIPEG, MAN.

Factories and Warehouses at

WINNIPEG and REGINA

# "THE BUGGY FROM GLENGARRY"

GLENGARRY VEHICLES ARE NOTED FOR DURABILITY, STYLE, FINISH AND COMFORT. YOU CANNOT SELL A BETTER LINE. EVERY FARMER KNOWS THEM.

Complete Stocks carried  
at Regina and Calgary.

Quick Delivery  
Guaranteed



The Glengarry Auto-Seal Top Buggy

FORTY DIFFERENT STYLES TO CHOOSE FROM. CONCORS, DRIVING WAGONS, SURREYS, SPRING WAGONS, DELIVERY WAGONS, etc. THEY CANNOT BE EQUALLED.

### DEALERS:

Build your Buggy Business by selling this line. You can give your customers the best in vehicle quality, at a moderate price.

If You Do Not Sell the Glengarry Line, You Do Not Sell the Best  
Write for Catalog, Price List and Agency Proposition

Manufactured By The

**Munro & McIntosh Carriage Co., Ltd., Alexandria, Ontario**

Western Distributing Agent:

P.O. BOX 380  
REGINA, SASK.

**BERT CONWAY**

P.O. BOX 380  
REGINA, SASK.



## Annual Meeting, Winnipeg Wholesale Implement Association



J. C. Brosnahan, President.

The Winnipeg Wholesale Implement Association held their annual meeting on Friday, January 29. At 12.30 noon, a large and representative body of members met in the Royal Alexandra Hotel, where they sat down to an excellent luncheon.

The feature of the meeting was a very fine address by the retiring president, F. J. Weed, of the De Laval Dairy Supply Co. We append the main features in this address. In moving a vote of thanks to the retiring president, E. A. Mott spoke on the interest shown by Mr. Weed in the work of the Association. Thereafter the officers and executive board for the coming year were elected as follows:



A. J. Britton, First Vice-President.

### President.

J. C. Brosnahan, International Harvester Co., of Canada.

### First Vice-President

A. J. Britton, Gould Shapley and Muir Co.

### Second Vice-President

A. E. Donovan, Cushman Motor Works of Canada.

### Secretary-Treasurer

E. S. Strachan, John Watson Mfg. Co.

### EXECUTIVE BOARD

#### Implement Section

M. J. Rodney, International Harvester Co., Chairman; C. M. Martyn, Ontario Wind Engine and Pump Co., Vice-Chairman; C. H. Whitaker, Massey-Harris Company.

#### Carriage Section

H. F. Anderson, Tudhope-Anderson Co., Chairman; E. A. Mott, Cockshutt Plow Co., Vice-Chairman; G. E. Ansley, McLaughlin Carriage Company.



E. S. Strachan, Secy.-Treasurer

### Thresher Section

J. F. Redden, J. I. Case T. M. Co., Chairman; W. R. Cole, Robt. Bell Engine and Thresher Co., Vice-Chairman; M. J. Carrothers, Advance-Rumely Thresher Co.

The standing committees of the Association are later appointed by the executive board. J. C. Brosnahan, the newly elected president of the Association, briefly thanked the members for the honor accorded him, assuring them that he would do all in his power to further the interests of the association.

E. A. Mott briefly reported on legislative work of the association, while delegates were appointed to the Winnipeg Industrial Bureau and the Board of Agriculture and Commerce.

W. C. Giberson, of the J. I. Case T. M. Co., gave some very interesting data as regards the effect of legislation in Saskatchewan upon the implement business in that territory. He suggested that greater contact be made between the Winnipeg Association and the various wholesale implement associations in Regina, Saskatoon, Calgary and Edmonton.

C. H. Whitaker, of the Massey-Harris Co. then made the excellent suggestion that the secretary get in touch with those western associations so that they might inform the Winnipeg body regarding what members of these western associations were likely to be in Winnipeg during the annual Bonspiel. At some date during that event the Winnipeg Association could entertain these gentlemen so that a full discussion regarding conditions in the western wholesale implement trade would be forthcoming with a

wider view-point than is otherwise possible. This suggestion was thoroughly endorsed by the members.

G. E. Carpenter, traffic expert for the Winnipeg Board of Trade, said a few words, while E. J. Gifford, manager of the Hart-Parr Co., Portage la Prairie, voiced his pleasure at again being a member of the association.

F. J. Weed, retiring president, in his address said in part:

### Address of Retiring President

"The 1915 crop, as a whole, will doubtless stand as a record for Western Canada, and in all probability for any other grain growing country in the world, in point of average per acre, for many years to come. Weather conditions during the early fall were unfavorable to threshing operations, which coupled with a scarcity of machines, made the situation look rather serious for a time. While there is still considerable grain unthreshed, the general opinion seems to be that the loss will be comparatively small.

"The price of all grain has been favorable to the grower with perhaps the exception of the first few weeks of movement of the new crop. The offerings of the producer during the earlier part of the fall were such as no grain market could absorb. It is rather surprising that prices did not reach a much lower level than they did, considering the condition of ocean transportation at that time.

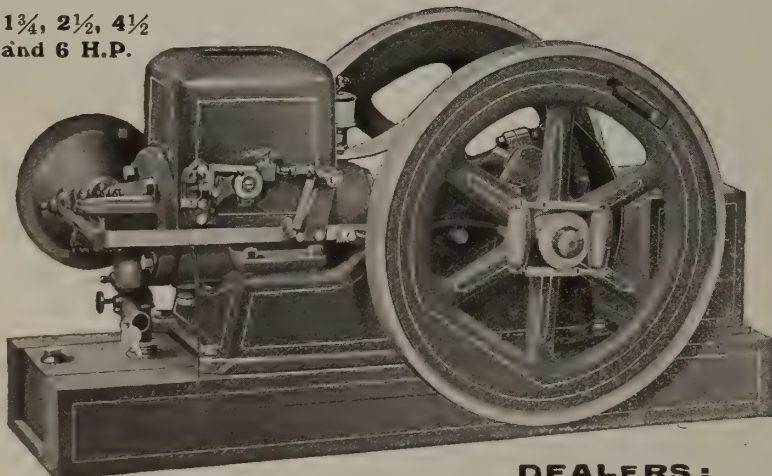
"The live stock industry shows signs of a slow but healthy growth and dairying is receiving considerably more attention each year.

"The year just passed was very much more profitable for the implement trade than the preceding one. The comparison with 1914 is, I think, so favorable to the past year that we can afford to overlook the fact that 1915 might have been still better, especially in a collection way. A good deal of the money is still in the country, and will, of course, be used for the liquidation of debts, making new purchases, and for improvements and betterments. No doubt sales would have been larger during the year had we not all profited by the lessons taught in 1913 and 1914, an experience which it is to be hoped we shall never forget.

"Our membership for the year, 21; 1914, 24. I am greatly pleased to be able to report that there were no deaths or resignations during the year.

## Handle the "Jumbo" Line

1¾, 2½, 4½  
and 6 H.P.



### DEALERS:

"Jumbo" Gasoline Engines are specially designed for close regulation of speed. Economical, reliable, durable, simple. No mechanical knowledge required to operate them. Suction feed, with needle valve and air regulator; gasoline-kerosene carburetor; make and break ignition; hit and miss governor. Battery or magneto ignition. On skids, strong iron sub-base or trucks. Write to-day for our agency proposition.

Manufactured by **Nelson Brothers Company** Saginaw, Mich., U.S.A.  
Western Canadian Jobbers  
**Tudhope-Anderson Co. Limited**  
Winnipeg Regina Saskatoon Calgary



"It would appear that the various provincial governments have done about all the things to us that they can think of. However this may be, we are enjoying a brief and enjoyable respite, barring monthly proclamations from one particular capital, which government seems to be in a quandary as to what some of its legislation really means in an administrative way.

"The Saskatchewan government has indirectly intimated that the implement interests would be heard if they cared to approach the government in that province. It is generally understood that the Implement Act, passed at the last sittings of the Saskatchewan legislature, has not worked as smoothly as the framers of it had hoped it would. This matter is in the hands of a committee.

"Transportation problems I shall not touch upon, as Mr. Carpenter is generally with us, and has during the year kept us thoroughly posted as to what was taking place. In any event, I would be hopelessly lost in attempting to say anything in respect to this matter, as a railway tariff is a thing infinitely mysterious in its workings.

"There were few matters of importance to deal with during the year, and the activities of the association have been largely confined to routine work.

"The attendance for the year has been exceptionally good, which clearly indicates that our organization is very much alive and ready to protect the interests of the implement trade in Western Canada as best it can.

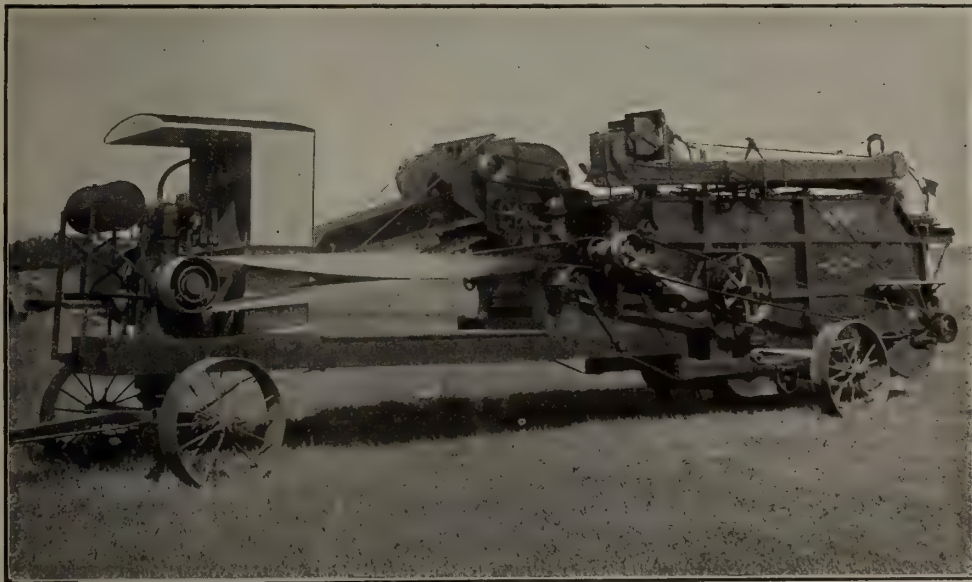
"There seems to be a strong de-

sire on the part of organized agriculture to get into the implement business in a large way, and to cut out the middleman in pretty nearly every line. This feeling is doubtless due, in a measure, to the lack of a proper appreciation of what standard goods are really worth and a thorough misapprehension of the service rendered by the implement manufacturers, wholesalers and local dealers. Then, too, the average farmer's idea of profits is clearly wrong, he apparently having little or no conception of the cost of doing business. It has been said that the environment of the farmer is largely responsible for his reaching wrong conclusions on many subjects of an economic character, and there is no doubt much truth in this contention. I do not wish to be

understood as placing all farmers in this category, as there are many of them whose views are as broad as those of any other class of people in any calling or profession.

"There is no sound argument against the principle of co-operation. The meaning of the word is, I think, often misunderstood. If, in the true sense of the word, the farmer can better his condition, he should by all means do so and doubtless will. Still, I am personally of the opinion that he has many things to learn in regard to the implement business, chief of which is the ability to determine value as to the goods themselves, standardization, stability of organization, availability of repairs, and the real personal service rendered by the travelling representative and local

## Are You Looking for a GOOD Line?



THE CUSHMAN COMBINATION THRESHER: BUILT IN THREE SIZES

**GET THE CUSHMAN AGENCY AND YOU HAVE GOT A WINNER!**

Cushman Engines are the only Light-Weight Engines made for Farm Work. Sizes 4 to 20 H.P. The 4 H.P. Cushman does all other work and is the Original FINDER Engine.

### "LINCOLN" COMBINATION THRESHER OUTFITS

**BEST TO USE BEST TO SELL**  
EQUIPPED WITH CUSHMAN LIGHT-WEIGHT ENGINES

No. 8 LINCOLN. Equipped with 8 H.P. "Cushman." Straw Carrier and Hand Feed

No. 15 LINCOLN. Equipped with 15 H.P. "Cushman." Blower and Hand Feed

No. 20 LINCOLN. Equipped with 20 H.P. "Cushman." Blower and Self Feeder

### The Lincoln Smut Cleaner and Pickling Machine



Made in Two Sizes: Capacities  
30 to 75 Bushels per hour

Sold on a positive guarantee to prevent smut. The Lincoln separates smut balls, wild oats, king heads and all light seeds from wheat, also wild oats and all light seed from barley. Automatic skimmer is an exclusive feature. Grain is thoroughly pickled, dried and elevated into wagon box. Strong, rustless solution tanks. Get our prices on these machines. You can sell them.

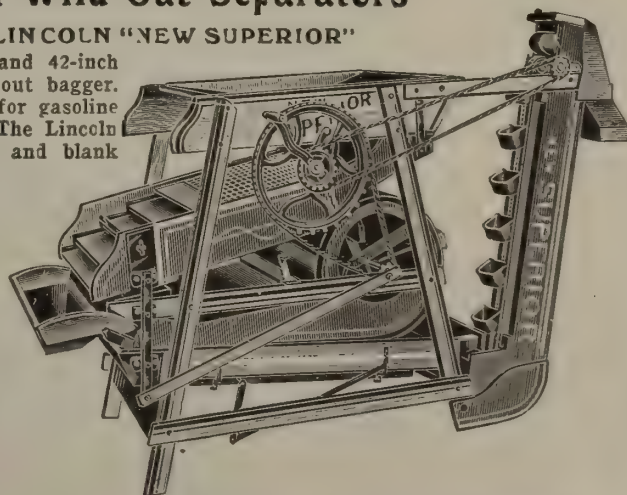
Can't  
Be  
Pest  
For  
Treat-  
ing Seed  
Grain

Increase Your Profits and Prestige by handling "Lincoln" Goods. Write for Prices and Particulars of any Item in our Line. It will pay you to Investigate.

### King of Wild Oat Separators

THE LINCOLN "NEW SUPERIOR"

Made in 24, 32 and 42-inch sizes, with or without bagger. Power attachment for gasoline engine if desired. The Lincoln has patented open and blank space sieves and positively separates every wild oat seed. Adjustable wind boards give perfect control of blast. Cleans any kind of grain and is exceptionally easy to operate. All wheat and barley gangs of high-grade zinc. Strongly built and bolted throughout.



**CUSHMAN MOTOR WORKS OF CANADA, LIMITED**  
289 Princess Street, Winnipeg, Man. Distributing Warehouses: Toronto, Ont. and London, Ont.  
Builders of High Grade, Light Weight, High Power Engines for General Purpose Farm Work

Exclusive Selling Agents for: Fanning Mills—Smut and Pickling Machines—Vacuum Washing Machines—Lincoln Grinders—Lincoln Saws—Incubators—Universal Hoists—Automatic and Champion Cream Separators—Portable Grain Elevators—Wagner Hardware Specialties—Mountaineer and Little Giant Neck Yoke Centres



agent. The local agent fills an important place in the scheme for the distribution of implements, and in my opinion he will become more important and better appreciated in years to come.

"No real benefit can accrue to the agriculturist by purchasing a cheap article, merely because of price. It is a question of value actually received, as represented in the uninterrupted, continued, satisfactory use of the goods, which will prove the wisdom of every purchase or the lack of it.

#### The Western Prospect

The prospect for next year's crop does not appear at this time to be exceptionally bright by reason of so little fall plowing having been done, but inasmuch as Western Canada has the habit of producing the unexpected, there seems to be little use of anticipating anything over which

we have no control. The large number of men leaving Western Canada to serve their country is a matter that will doubtless effect the production of farm products, but just to what extent no one can say.

"I have experienced genuine pleasure during the past year in being more closely in touch with the members of this association and have received at your hands nothing but generous assistance and kind forbearance. In vacating this chair, I am indebted to the secretary, and the members of the executive, for their work in a larger measure than I can express."

#### Many Features at Winnipeg Bonspiel

The Bonspiel committee at Winnipeg has finally arranged their programme, and it is upon a scale hitherto unknown at this great annual event. This year, Bonspiel Week in Winnipeg should be the most memorable ever celebrated. During the Bonspiel a great trade promotion campaign will be carried on, and wholesalers and jobbers in every line will hold special displays.

Beyond curling at all rinks, a mammoth programme of sports has been arranged, including such features as: Hockey, bowling, skating carnivals, patriotic boxing bouts, dog sleigh races, horse racing on ice, lacrosse matches on ice, band concerts, gymnastic tournaments, ski-ing demonstrations, snow shoe races, etc.

Daily military parades will be held, and a gala pageant of nearly 12,000 soldiers. Military band concerts and a demonstration of how artillery fight will be a feature of the military side of the Bonspiel. The military pipe, brass, fife and drum bands will give a series of concerts.

#### Conventions and Meetings

Bonspiel week will be the scene of a great many meetings and conventions in Winnipeg. Among these will be the following: Annual Exhibition Poultry Association, Lumbermen's Convention, Retail Merchants' Council, Blacksmiths' Association Convention,

Beekeepers' Association meeting, Grain Judging Contests, Grain Cleaning Contests, Agricultural Implement Display, Canadian Seed Growers' Annual Convention, Agricultural Societies Convention, Manitoba Poultry Congress, Horticultural Convention, Re-union ex-Students M.A.C., District Representatives' Conference, Manitoba Horticultural and Forestry Association, Individual Auto Shows.

In the Industrial Bureau a National Pure Food Show will be held during Bonspiel, also the Canada Home Products Exposition, while special displays will be made by Winnipeg manufacturers in their spaces in the building. Wholesalers and retailers will have special displays in their premises during Bonspiel, and the various implement houses and factories will welcome dealers who will be in Winnipeg.

From every point of view it would seem that a profitable interesting and educative time can be had by country visitors during the Winnipeg Bonspiel this year. There will be single fare on all railroads. Curlers and contestants come in from February 5th to 7th and the general public from February 12th to 15th.

#### U.S. Association Holds Great Convention

The members of the Western Retail Implement, Vehicle and Hardware Association met in convention at Kansas City on Jan. 11, 12, and 13, being the largest assemblage of implement dealers in the history of trade associations. Approximately 1,000 dealers attended the convention, the main features of which were the action to break up the sisal fibre monopoly, and the approval of the proposed new terms in the sale of farm operating equipment. Ex-President Sebenthall, of the National Federation, gave an address on the terms question, and assured the dealers that the changes in terms were bound to come. All dealers, he said, should prepare for handling the trade on a short time basis. E. W. McCullough, secretary and general manager of

the N.I.V.A., also made a strong plea for the movement.

The tractor trade was discussed by A. A. Doerr, of Larned, Kansas, who, after a wide experience in tractor selling, maintained that most farmers would rather buy tractors from the dealer than direct, so as to obtain the service they require. This service is essential if the dealer is to succeed as a tractor agent.

C. C. Hitchcock spoke on the automobile business from the dealers' standpoint. He said that this line can only be profitable when in charge of a man who devotes his whole time to automobile selling. The business is conducted on cash terms in the wholesale field, and no dealer should enter the auto business unless possessed of sufficient capital to finance it on that basis.

Curtis M. Johnson, Rush City, Minn., spoke on the cost question in his own inimitable way. He fully outlined the necessity for every dealer knowing every item that went to make up "selling expense." His instructive address was greatly appreciated by the convention.

#### Resolutions Adopted

Resolutions were passed supporting the National Federation of Implement and Vehicle Dealers Associations, also protesting to the U.S. government upon the action of the sisal fibre monopolists in Yucatan. Good roads, scientific farming, the shortening of terms, standardization and rural credits were endorsed by the convention. An unqualified vote of support to the "Implement Dealers' Bulletin," the official organ of the association, was unanimously given.

Taken from every standpoint, the convention was a huge success.

#### The King o' Games

The stars are oot, the nicht is clear,  
The frost is biting keen.  
The rink is near, oor skip is here,  
Mind what we did yestreen,  
Noo brave men, steady,  
Brooms a' ready—  
It's victory we mean.  
The joy o' every curler's hairt  
Is winnin' near the tee;  
Each man will surely do his pairt  
To get up near the tee.  
The kindly strife does curlers guid—  
It lichtens many a gloomy mood,  
An' every man gangs hame richt proud  
For lyin' near the tee.  
Just haud yer stane wi' steady grup,  
And aim straucht for the tee.  
Noo men, stan' by tae soop it up,  
An' bring it to the tee.  
Just draw in canny by this stane—  
You've dune't before—just try't again—  
I'll pit ye against ony ane  
For gettin near the tee.  
But there's a time for every side  
To rest upon the tee.  
It wadna do for ane to bide  
Ower lang upon the tee.  
"Noo lift this pat—lid—canny there!  
Soop hard, my lads, he's got it fair!  
It's coming richt. He'll pass the gair!  
Aha, he's on the tee!"

## Peters Double Cylinder

## Force Pump



A Pump  
without  
a Peer

The very best in  
Design, Action  
and Durability.

PETERS  
PUMPS  
make  
satisfied  
customers

Ask  
the  
Man  
who  
owns  
one

Manufactured by  
Peters Pump Co.  
Kewanee, Ill., U.S.A.  
SOLD  
EXCLUSIVELY IN  
CANADA BY

Tudhope Anderson Co., Ltd.  
Winnipeg Regina Saskatoon Calgary  
Write nearest Branch House, for Particulars



## Mr. Dealer Cater Can Sell You

Wood or Iron Pumps cheaper than  
any one in the West.

Get His Prices Before You Order

Brandon Pump & Windmill Works

Brandon Man.





### Mail Order Houses to be Taxed

Under the terms of a bill to amend the Corporations Taxation Act, the Government of Manitoba will tax all mail order businesses in Manitoba. This measure defines the term "mail order business," as all commercial and mercantile, wholesale and retail, that distribute to the consumer at large a catalog, price list, book or pamphlet setting forth the different articles for sale. It makes no difference what class of goods or trade is involved, consequently direct selling machinery concerns should come under the heading of "mail order." It is inferred that the government has received complaints from country merchants to the effect that mail order houses escape their just share of taxation. This legislation is certainly badly needed, and we trust that the tax imposed will err on the safe side as regards "steepness."

### Advance-Rumely Catalogs

We recently received two finely produced catalogs from the Advance-Rumely Co., La Porte, Ind. One is the first catalog produced by the new organization, covering

the Advance threshing machinery. Full constructional details are given of the Advance engines and boilers, the component parts being shown in a series of excellent illustrations. The engines of various sizes are shown, also complete and sectional views of Advance separators in their different sizes. Feeders, stacks, grain handling attachments and water tanks are shown and described. A section of the catalog is devoted to the Gas Pull Tractors and to the Rumely power-lift engine gang plows.

The second booklet covers very fully the Rumely threshing machinery, giving engine details, sectional views, Rumely steam engines, Rumely Ideal separators, feeders and stacks. The Rumely Oil Pull Tractors are also fully illustrated and described. The color scheme of the covers of the catalogs is a very fine piece of work. Interested dealers can obtain these catalogs by writing the company mentioning Canadian Farm Implements.

The merchant who spends less than five dollars a year for trade papers is saving money on expenses, but he is losing it on ways of getting more business.

## The Christiansen Boss Wood Harrow

26 Feet Wide--150 Teeth



### A LINE THAT WILL MAKE MONEY FOR YOU

The Christiansen is the last word in drag harrows. Note the strong, riveted teeth of diamond-shaped steel. Each tooth set in square machined hole. Bars cannot split—teeth never loosen. Cutting edges of teeth in line of draft. Wood stock is select green cut oak—superior to the ordinary make of harrow. Strong, malleable low-down clevis. This is a harrow you can sell in your district. Its design, strength and durable qualities appeal to every farmer.



The Christiansen Plow Packer—one of a line of Perfect Plow Attachments.

### DON'T SELL DRY-AXLED PACKERS

Our 1916 model packer for plows is still further improved. It is always lubricated, fits any plow and can be weighted to suit surface or sub-surface wheels. Our harrow plow attachments always please. Everyone sold on a thorough guarantee. Our special slant tooth weeder harrows are winners. Work with regular harrow draw bars, and are a perfect weed eradicator.

WRITE TO-DAY FOR PRICES AND FULL PARTICULARS OF THE CHRISTIANSEN LINE.

## THE CHRISTIANSEN HARROW WORKS

331 Austin Street

Winnipeg, Man.

## Do Repeat Orders Look Good to You?

If so, get the Agency for the Lister Line. It means Good Profits, Satisfied Customers, and no "Come-Backs"

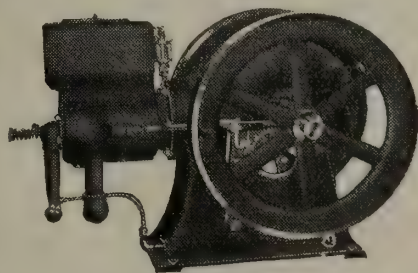
### LISTER GRINDERS

With this grinder on your floor you can defy all competition. The farmer at once recognizes its exclusive features. We guarantee Lister Grinders to grind more feed on the same power than any grinder of the same size made. Large worm forces feed into strong reversible plates. Up to 20 h.p. can be used. Extra long bearings; rigid construction. Bagger attachment if desired. Sold with or without base.



### The "CANUCK" Gasoline Engine

Made in 1 1/2, 3, 4, 6 and 10 H.P. sizes. Simple in design; very economical. Reliable farm power at a very reasonable price. Covered by a guarantee that makes selling easy. The ideal engine for unskilled operation. Write us to-day for full particulars about this profitable line of engines.



### Investigate the Lister Line

Lister Gasoline Engines, Grain Grinders, Electric Lighting Plants, Milking Machines, Cream Separators, Churns, Sawing Outfits, Silos, Combination Threshers, Pumps, Pump Jacks, etc.

PAY US A VISIT DURING WINNIPEG BONSPIEL

**R. A. LISTER & CO., LTD.**

GALT BUILDING, WINNIPEG, MAN.

TORONTO, ONT.

QUEBEC, QUE.

S T. JOHN, N.B.

## PEERLESS Ornamental Fencing

It is easy to explain the merits of Peerless Ornamental Fencing to a prospective customer. There are so many things in its favor. First, it is really an ornamental fence; second, it is an economical, and at the same time, durable fence; third, it beautifies home surroundings and presents a splendid appearance. Gate and fence match well together. Then, too, there is money in it for you.

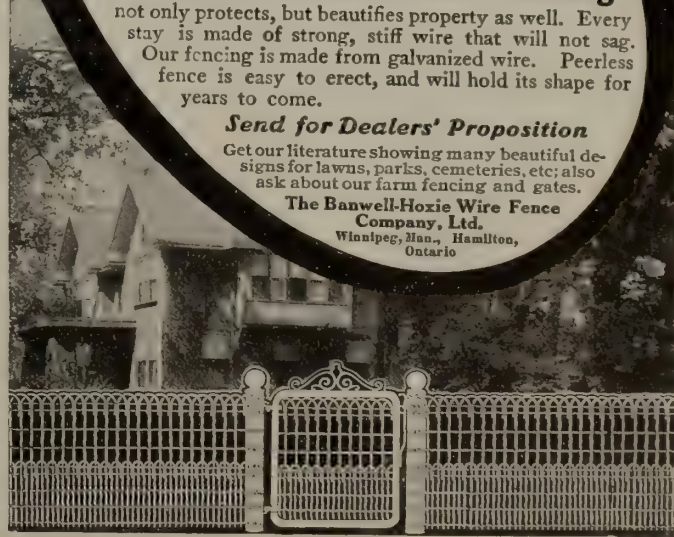
### Peerless Ornamental Fencing

not only protects, but beautifies property as well. Every stay is made of strong, stiff wire that will not sag. Our fencing is made from galvanized wire. Peerless fence is easy to erect, and will hold its shape for years to come.

### Send for Dealers' Proposition

Get our literature showing many beautiful designs for lawns, parks, cemeteries, etc; also ask about our farm fencing and gates.

**The Banwell-Hoxie Wire Fence Company, Ltd.**  
Winnipeg, Man., Hamilton, Ontario





### Another Agency at Work for the Implement Dealer

Present times offer quite a contrast to the earlier days of the implement dealer. It was once the custom to load the farm machine dealers to the "guards" with all the machines and implements which he could carry and then leave him to shift for himself in their distribution.

That day has passed. The progressive farm machine companies now undertake to discharge the duty which they feel they owe to their dealers, in giving them every ounce of assistance possible in selling their goods. Much of this assistance is indirect and of the sort which builds for the future, but which is none the less sure and helpful.

The agricultural colleges and the experiment stations have done much to help the implement dealer by creating a demand for modern labor-saving machines among the farmers. The greatest problem has been to get the information, which the agricultural schools and the experiment stations have collected, before the farmers in such a way that he could use it. Many of the bigger companies interested in the farmer have undertaken to help along this line.

For six years the International Harvester Company, with headquarters at Chicago, has sent out an almanac containing all kinds of information which the farmer should have, boiled down and condensed into a few words so as to be most available for his use. The demand among the farmers for this almanac has gradually increased until during January, 1916, it was necessary to mail something like 2,500,000 to satisfy the requests.

A great deal of the forty-eight pages of the International Harvester almanac is devoted to the discussion of various modern machines, the savings that may be expected from them, and common sense reasons for their use. The Harvester Company receives many replies from these almanacs, which are forwarded to its general agencies, thence to the salesmen, and, eventually, to the dealers. Indirect responses probably outnumber the direct ones, and the latter dealer alone usually hears. The total effect of this almanac, and it must be considerable for so large a mailing, reaches the implement dealer eventually and all works toward assisting him in distributing his machines. All these various helps indicate a great improvement over the old days in the retail trade.

### The Spreader and Prosperity

As a money maker or money saver the manure spreader differs from any other article on the farm. Farmers buy improved harvesting machinery because by their use they are able to reap much larger crops in less time, and save labor and money. But these implements add nothing to the value of the crops, while a manure spreader puts back into the soil the life-giving properties which are necessary for good crops.

If a farmer continues to take from the soil each year more of its plant life than he puts back in he will some day have to abandon that farm because of its inability to raise crops. With a manure spreader the farmer can keep continually restoring to the earth its natural forces for cultivation.

Barnyard or natural manure possesses all the life-giving properties necessary for a rich soil, and is superior in every way to commercial fertilizers, the use of which, once started, must be continued with absolute regularity.

Farmers now realize more strongly than ever that they must raise heavier crops on their more valuable lands. If they cannot accomplish this they are not prospering.

The manure spreader will do more than its share in growing larger crops. Retail implement dealers must do their share in educating farmers to this fact. In two ways the dealer can profit—by the profit on the immediate sale and profits on sales of farm implements in the future. By selling a farmer a manure spreader the dealer is contributing to the farmer's prosperity and after the latter has become aware of the results the manure spreader can accomplish he will show his gratefulness to the dealer.

If a farmer can raise the producing value of his lands 5 per cent by the use of a manure spreader it is a good investment. Most farmers are willing to make a good investment, but they must be shown that it will be a good investment. It is up to the dealer to do this.

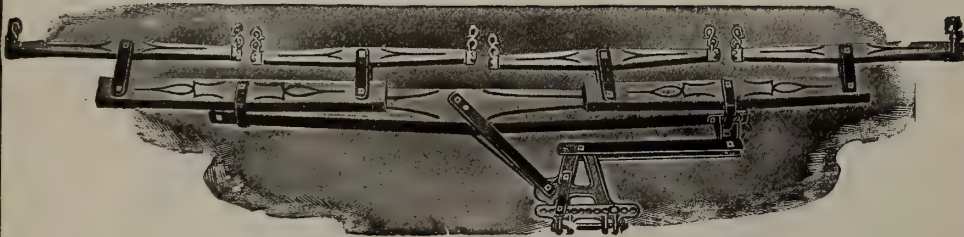
Dealers should learn the selling points of manure spreaders. If properly pushed they will prove one of the most profitable articles for farm use in the dealer's stock.

The dealer who has not an up-to-date prospect list has a gloomy prospect for future business.

You are the one to determine how much your share of the trade amounts to.

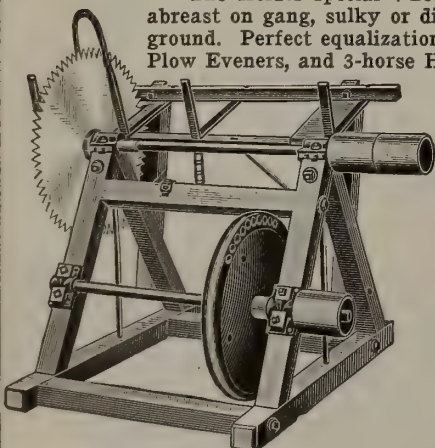
## Heider Eveners and Wagon Sets

OFTEN IMITATED—BUT NEVER EQUALLED



Special 4-horse Heider Gang, Sulky and Disc Plow Evener

The Heider special 4-horse plow evener, as illustrated, works four horses abreast on gang, sulky or disc plow. One horse in furrow, three on unplowed ground. Perfect equalization of draft. We also supply 3, 5 and 6-horse Heider Plow Eveners, and 3-horse Heider Wagon Eveners. Heider goods are made by expert workmen and of the best seasoned material. Fully guaranteed. You cannot sell better.



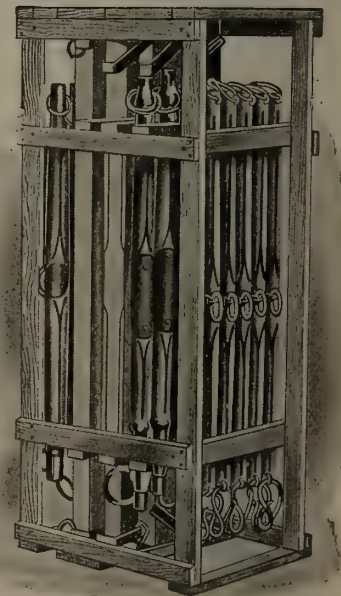
Watson's Pole Saw

Hardwood frame pole saws, with three 5 x 6 inch pulleys, solid steel shafts and babbitted boxes. Rigidly braced frame; extra heavy fly wheel. Total weight, 325 lbs. Our cordwood saws, weighing 285 lbs. are unequalled. Saw mandrels for both types supplied separately if desired.

HEIDER EVENERS have been on the market for years. Farmers everywhere know their qualities for wear and service. Let your customers have the best by handling Heider goods.

### SIX WAGON SETS

Hickory wagon sets complete. Painted red and varnished. Shipped in strong crate, cannot be damaged in transit. All orders for six sets shipped as shown. Each set comprises: One double-tree, two singletrees and one neckyoke. Weight complete, 225 lbs. Doubletrees, 2 x 4 x 48 long; singletrees, 2½ x 36; neckyoke, 2½ x 40 or 48 inches.



### To Remind You

We carry a complete stock of Repairs in our Warehouse for:

#### Moline Plows

(Best Ever, Good Enough, Etc.)

#### Moline Disk Harrows

(Economy)

#### Moline Engine Gangs

#### Monitor Drills

#### Mandt Wagons and Farm Trucks

#### Manure Spreaders

(National and Mandt)

#### Adriance Binders, Mowers & Rakes

#### Janesville Plows

#### Disc Harrows, etc.

### Our Line Includes

Feed Cutters (seven styles)  
Roller Crushers  
Wood and Pole Saws  
Barrel Skids  
Farm and Bush Sleighs  
Wheel Barrows  
Boss Wood Harrows

Pulverizers  
Grain Grinders  
Horse Powers  
Boss Steel Harrows  
Root Pulpers  
Light Delivery Sleighs  
Channel Steel Harrows

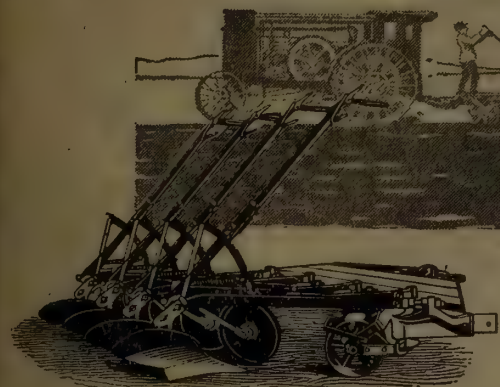
1½ H.P. Engines  
Harrow Carts  
Whiffletrees  
Pump Jacks  
Bevel Jacks  
Warehouse Trucks  
Push Carts

WE HANDLE "VIKING" CREAM SEPARATORS

*John Watson Mfg. Co.*  
LIMITED

311 Chambers Street, Winnipeg, Man.





# OLIVER PLOWS MOGUL AND TITAN TRACTORS



## A Plow for Every Plowman and Real Power for Turning the Soil

**W**HEN your customers come to buying plows and plowing power this spring, these machines, are going to be first and foremost in their minds—**OLIVER PLOWS** and **MOGUL** and **TITAN KEROSENE TRACTORS**. Are you in a position to sell them?

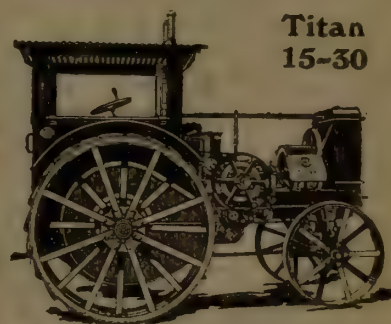
Your customer who wants a riding sulky, or gang, can best use the **OLIVER No. 1**, sulky or gang, which have the deserved reputation of being the most satisfactory and popular riding plows used to-day in Western Canada. For other sets of conditions the No. 39 and No. 11 sulkies have their good points, while in the walking gang, disk gang, and walking plow styles and patterns, the most particular plowman can be suited exactly. **OLIVER** horse-drawn plows are a most complete line.

One feature of the **OLIVER** tractor gang puts it in a class all by itself; that is the flexible joining of small sections—carrying 4, 5, and 6 bottoms—that enables the **OLIVER** tractor gang, no matter how large, to follow the lay of the land and plow rolling ground to an even depth.

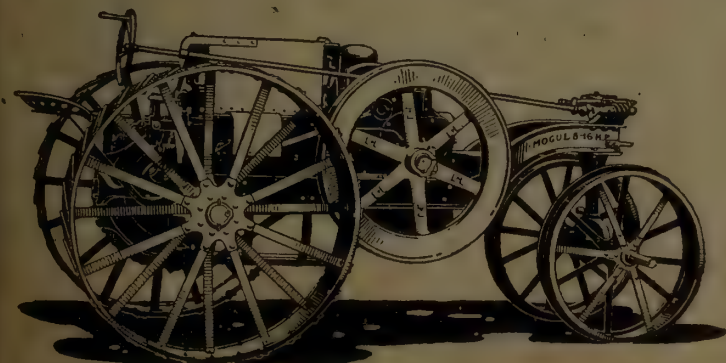
**INTERNATIONAL HARVESTER MOGUL** and **TITAN** tractors—always up to date and improved—are made in types and styles for all buyers, sizes from 8-16 to 30-60 H.P.

They burn kerosene, benzine, naphtha, and all the low grade oil fuels successfully.

Write us at the nearest branch house concerning the selling of **OLIVER** plows and **MOGUL** or **TITAN** kerosene tractors.



**Titan  
15-30**



**The Famous New Mogul 8-16 Kerosene Tractor**

### International Harvester Company of Canada, Ltd.

#### BRANCH HOUSES AT—

Brandon, Man.	Calgary, Alta.	Edmonton, Alta.	Estevan, Sask.
Hamilton, Ont.	Lethbridge, Alta.	London, Ont.	Montreal, P.Q.
N. Battleford, Sask.	Ottawa, Ont.	Quebec, Que.	Regina, Sask.
Saskatoon, Sask.	St. John, N.B.	Winnipeg, Man.	Yorkton, Sask.



## Cars That Make Good

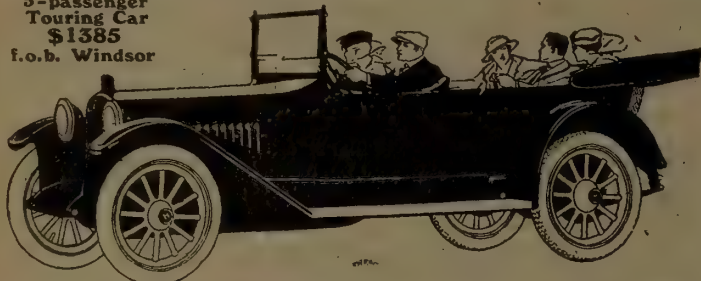
Our Automobiles have National reputation. They are the Best Cars the Dealer can handle

We are distributors for the  
**BRISCOE REO HUPMOBILE  
CHALMERS**

### SEE OUR DISPLAY DURING BONSPIEL

During Winnipeg Bonspiel, Feb. 8-18, we will have a special display of our latest models. Come in and let us explain why you can sell these cars more easily than any others. Investigate their exclusive features. Look into our agency proposition—which is the best offered automobile agents. If you cannot call, write us for full particulars. It will pay you.

5-passenger  
Touring Car  
\$1385  
f.o.b. Windsor



**Joseph Maw & Co., Limited**

112-118 King St.

Winnipeg, Man.

## Bull Dog Fanning Mills

Clean Best and Sell Best

Different from—better than—other Mills

Made in Three Sizes: 24, 32 and 40-inch sieve widths; Capacities 25 to 125 bushels per hour

### DEALERS:

We'll be glad to see you during the Bonspiel. Take the Logan West car to Quelch Street. Let us show you how the Bull Dogs are made. It will give you many new selling points.



The 40-inch Power Bull Dog, with Wagon Box Elevator

### They Make Your Customer Your Friend

Bull Dogs are general purpose machines. They clean oats, wheat, barley, timothy or clover equally well. Invariably give perfect results—and satisfied customers. That's why we sell so many. You can't sell a mill that clogs or does not clean thoroughly. Rust-proof galvanized wire screens; 12 sieves and screens with each mill. Positively automatic feed. Our wagon box elevators lift grain from 10 to 16 feet. We can supply attachments for 24 and 32-inch mills. We also manufacture the Bull Dog Wild Oat Separator and Barley Mill—Ask about it.

Write for Prices and Particulars of our Grain Cleaning Machinery

**Twin City Separator Co., Ltd.**

Off Logan Ave. on Quelch Street

Winnipeg, Man.

## Do You Want the Fanning Mill Business in Your Territory?

If So, You should Handle the

### "WINNER" Separator and Cleaner

Made in Three Sizes :

No. 1, 24 inch, Capacity 30-40 bushels per hour

No. 2, 32 inch, Capacity 40-60 bushels per hour

No. 3, 40 inch, Capacity 60-80 bushels per hour

Furnished with bagger if desired.

For Durability, Capacity and Quality of Work, no mill made compares with the "Winner"

**HOW IT WORKS:** Grain drops from a perforated zinc sieve on to a series of stationary distributing slats, which deliver forward to the sieve immediately below. Perfect separation is the result.

**STATIONARY SLATS:** These slats over top sieves, as well as over the other sieves, provide an even, continuous flow of grain the full width of sieve. That's why we guarantee the Winner to have double the capacity of any other fanning mill, and to do 75 per cent better work on all kinds of seeds and grain.

**NO GRAIN WASTED:** Improved air blast, with perfect control of pressure, regulates blast on tailings by means of adjustable tilting board.



**SIEVES, SCREENS, SHOES:** Five zinc sieves in upper shoe. Any one removable without taking out gang. Screens are interchangeable from lower to upper shoe. Stationary slats lie diagonally over the sieves, keeping oats flat on sieve. No clogging happens with the "Winner."

**AN ALBERTA DEALER SAYS:** "They gave the best satisfaction to farmers. If a man intends purchasing a fanning mill, I advise him to buy the 'WINNER,' as it is the Best."

**EVERY BUYER OF THE WINNER IS A BOOSTER FOR YOUR BUSINESS**

Come In and See Them during Bonspiel, or write for Prices and Agency Proposition

**Tudhope-Anderson Co., Limited**

WINNIPEG

REGINA

SASKATOON

CALGARY

EDMONTON



# CANADIAN FARM IMPLEMENTS

VOL. XII., No. 3.

WINNIPEG, CANADA, MARCH, 1916.

SUBSCRIPTION PRICE IN CANADA { Per Year, \$1.00.  
Per Copy, 10 cents.



## UNION BANK OF CANADA

Established 1865

HEAD OFFICE WINNIPEG

Paid-up Capital \$ 5,000,000

Reserve Fund 3,400,000

Total Assets, over 90,000,000

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This bank, having over 815 branches in Canada, extending from Halifax to Prince Rupert offers excellent facilities for the transaction of every description of banking business. It has correspondents in all cities of importance throughout Canada, the United States, the Continent of Europe, and the British Colonies. Collections made in all parts of the Dominion, and returns promptly remitted at lowest rates of exchange.

Winnipeg, Main St. Branch: D. M. NEEVE, Mgr. Portage and Garry Branch: F. J. BOULTON, Mgr.

## HAIL FIRE LIVE STOCK INSURANCE



### CARSON & WILLIAMS, BROS., Limited

720-726 Union Bank Building Winnipeg

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Representing

THE LONDON MUTUAL FIRE INSURANCE CO.

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THE GENERAL ANIMALS' INSURANCE CO.

APPLICATIONS FOR AGENCIES INVITED

## Complete Repair Stocks carried for MOLINE IMPLEMENTS

We can supply dealers, on the shortest notice, with repairs for:

Moline Plows Moline Disk Harrows  
(Best Ever, Good Enough, Etc.) (Economy)

Moline Engine Gangs Monitor Drills

Mandt Wagons and Farm Trucks

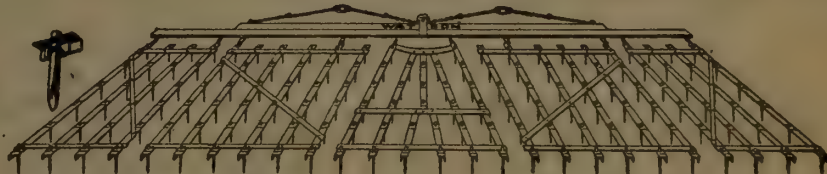
Manure Spreaders (National and Mandt)

Adriance Binders, Mowers and Rakes

ALSO

Janesville Plows, Disc Harrows, etc.

ASK FOR FULL PARTICULARS OF THE WATSON LINE



### WATSON'S STEEL AND WOOD HARROWS

Our Steel Harrows have angle steel tooth bars, channel steel cross bars. Dagger shaped teeth, held individually by steel wedges. Fitted with pulley hitch eveners. Sizes: 17 and 24 foot cut. Wood harrows of seasoned hardwood. Each tooth held securely by two rivets. Can't loosen in bars. Sizes: 14, 17 and 24 feet. The best harrows made; reasonable in price.

Control the Harrow Trade in your territory this year by selling Watson's Harrows.

*John Watson Mfg. Co.*  
LIMITED

CHAMBERS AND HENRY STS., WINNIPEG

## BRADSTREET'S

Established 1849 Capital and Surplus \$1,500,000

Offices throughout the civilized world. Correspondence invited

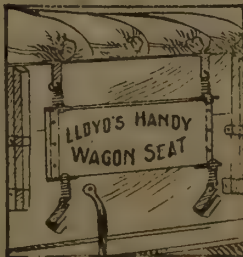
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346 & 348 BROADWAY, NEW YORK CITY, U.S.A.

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Halifax, N.S.; Montreal, Que.; St. John, N.B.; Hamilton, Ont.;  
Ottawa, Ont.; Toronto, Ont.; London, Ont.; Quebec, Que.;  
Calgary, Alta.; Edmonton, Alta.; Vancouver, B.C.

C. G. SCHAFFTER, Supt., Commercial Travellers' Building,  
WINNIPEG, MAN.



The Wagon Loaded.

A light, safe, strong and durable seat. Never in the way. Suspended by four coil springs that will carry 600 lbs. Low-set; gives complete control over the team. Sell in any community. Very reasonable in price.

Dealers: Write us at once and handle this profitable specialty this spring.

WAWANESA WAGON SEAT CO.

WAWANESA

MANITOBA

## A Big Profit Line LLOYD'S LOW-DOWN SPIRAL SPRING WAGON SEATS

Easy to Ride—Easy to Sell

They Fit any Wagon or Sleigh Box Made



Going Home.





# Cockshutt Drills and Spreaders

Have these lines on your floor and secure the cream of the trade in your section. They are winners—and draw other business to your shop.

## SEED DRILLS

### Single Disc, Double Disc and Shoe

Cockshutt Drills have a reputation for doing satisfactory work that is a big asset to any man's trade. Built throughout of the highest grade materials, by most experienced men, and on principles that have proven to be correct by many seasons' actual experience. Ask a user of a Cockshutt Drill—he'll tell you they are right.

The frames cannot sag because a heavy channel steel I-beam supports the whole construction. All grain is planted at exactly the same depth—so comes up evenly and ripens uniformly—two features that appeal to every business farmer.

Light in draft because there can be no binding of working parts caused by a sagging of the frame or grain boxes. Feed runs are accurate—and flow of grain easily regulated. Discs are high grade steel, cut clean and make a proper channel into which the seed is deposited and covered. No kernels bruised, broken or wasted. Large scrapers keep discs clean and assure satisfactory work in all kinds of ground.

Discs are well staggered to allow for perfect clearance of all clods, roots or trash between them. No delays with discs "balling up." All these and many other special features are described in special Drill folders.

## COCKSHUTT DRILLS

Made in 14, 16, 18, 20 and 22 sizes. Fitted with either Single Disc, Double Disc, or Drag Shoes. Different kinds of Discs and Shoes all fit same frame and grain boxes. Change them in a few minutes if necessary.

## MANURE SPREADERS

are of strong, simple build and very large capacity. With the Cockshutt you are not limited to a certain number of forkfuls—pile it on and see how the double cylinder handles it.

Ask our nearest Branch Office to send you further particulars and advertising matter on these lines. There is a Cockshutt Implement for every farm need and for every season.

## MANURE SPREADERS

### That Really Spread

A Cockshutt Spreader distributes the load the way that saves all its fertilizing value—breaks it up into fine particles readily available as plant food, and scatters it evenly over a wider surface than most other machines. Covers all the space behind the wheels, so it is never necessary to run the wheels over ground that has been spread.

It spreads it in many different quantities per acre—by a mere shift of a lever. Use it for light top dressing or for heavy fertilizing.

Realize the hard work you save customers by selling a Cockshutt. The body is low down—only 41 inches to the top of the box. It's child's play to load it from the pile, because they have no back-breaking lifting up to a high box.

This machine has plenty of clearance underneath. Wheels turn sharp and conveyor chains travel along angle supports beneath the frame so there is no danger of sticking the machine when going over rough ground.

# Cockshutt Plow Company, Limited

Western Branches: Winnipeg Regina Calgary Saskatoon

Distributing Points: Red Deer Lethbridge Edmonton Brandon Portage la Prairie

LIGHT  
IN  
DRAFT.  
  
EASY  
ON  
HORSES.



LOW  
DOWN.  
  
EASY  
TO  
LOAD.



# CANADIAN FARM IMPLEMENTS

Vol. XII., No. 3

WINNIPEG, CANADA, MARCH, 1916.

SUBSCRIPTION PRICE IN CANADA { Per Year, 1.00  
Per Copy, 10c.

## Organization and the Implement Dealer

"Mr. President and Gentlemen,—I trust that, with your kind attention, I may be able to cover the necessary ground as to why organization is an essential to the implement dealers of Western Canada, and what a strong provincial organization may hope to accomplish for the man who sells implements in Saskatchewan. It seems to me that to co-operate is one of the primary instincts of man. We all must work with and for our fellow human beings. Man, it is said, is a little lower than the angels and a little higher than the monkey. Naturalists tell us of how in eastern countries, troops of monkeys go down to drink at the rivers at nightfall. There in the gloom of the forest they troop along, each monkey holding the tail of the monkey immediately in front! What is that but organization—the primitive association and the idea of hanging all together for mutual protection!

The late Elbert Hubbard stood one day in the grounds of a State asylum. As he watched the inmates, who were engaged in digging some ditches, he turned to an attendant and said: "Would it not be possible to get them to co-operate more in the filling of those wheelbarrows?" The attendant smiled. "You belong right here," he said. "If those men could co-operate or associate with anything or anybody, they would not be cooped up in this asylum. No lunatic can work with and for his fellow men."

### Why We Associate.

"In practically every sphere of life, in our societies, our churches, our political and trade associations, we associate with one end in view. We associate together so that, as a body, we may accomplish with the aid of others what would be an impossibility for any man to accomplish single-handed. When young, too many of us cling to the idea that the Lord helps those who help themselves. This may apply to the sneak-thief, but it does not apply to any modern business or calling. The inculcation of this idea tends to make us selfish, cold and calculating. We grow up forgetting that good old precept of brotherly love and forbearance; we become suspicious of one another, and it is this case-hardened surface of life that makes it so difficult for those who strive to promote association in a trade to win success. Yet, the fact that you gentlemen are present here today indicates clearly that you have never had, or have outgrown, this individualism, that you came here because you believe in association and realize that in association you see the dawn of better days for the retail implement trade in Western Canada.

"It is assuredly a portentous sign in the trade when I can assure you that only the other day, in Kansas City, over one thousand dealers met together—associations in convention. One thousand dealers! Nearly as many as are in business in this entire province. Those men realize what association and organization can do for them. They work with and for one another, for the greatest good of the greatest number. What a heartening sight it would be for every man in the retail implement business of Western Canada if he could see one thousand implement dealers sit down together in order to discuss ways and means to better conditions in the trade.

### An Address Delivered at the Convention of Saskatchewan Dealers' Association by A. A. Thomson, Editor, Canadian Farm Implements.

"You might not think so, but it is a fact nevertheless that there is a quiet little man down in the United States who is secretary of implement associations with an aggregate membership of eighteen thousand organized implement dealers. When legislation is passed which is detrimental to the interests of those 18,000 dealers, that little man, and others, get together and lodge protests which are not heard upon the floor of the implement warehouse, or upon the pages of implement trade papers, but in the State and Federal legislative assemblies of the United States.

### What Has the Dealer Done.

"It has ever seemed to me that the retail implement dealer is too prone to underestimate himself. You gentlemen don't realize sufficiently what you mean to Canada, and to Canadian agriculture, which forms the backbone of our national prosperity. God has given the Canadians a great heritage. He took the glaciers of the Northland and with them smoothed down our great central plains. He gathered in His hands the rich soil of the prairies and left it awaiting the plow when the glaciers had receded northwards. He left us this last Great West—mile upon mile of rolling, fertile prairie from which the golden grain feeds to-day the hungry millions of the earth. Do you ever think that our three prairie provinces, Manitoba, Saskatchewan and Alberta, have a total area of 485,642,698 acres, or 758,817 square miles; more than one-fifth the area of the whole United States!

"What have you implement dealers done in that greatest agricultural area in the British Empire? What has the influence of the agricultural implement dealers of the Canadian West amounted to? Don't evade the fact! Implement dealers, in the aggregate, rank as one of the greatest modern forces working to improve agricultural conditions in Western Canada. Some of you men here today are responsible in your community for most of the modern labor saving machinery in use. You have seen the farmers advance from the scythe and reaper to the modern self-binder, from the tedious struggle of the single share plow to the age of the power plow; from the primitive flail to the latest type of combination threshing outfit. You have introduced the disk harrow, the cultivator, the modern seeding machine, the fanning mill, the hay loader, the manure spreader, and the gasoline engine. You have helped as no other power on earth to take from farming the monotony and drudgery which do more than anything else to keep the thousands in the cities while only the tens go back to the land.

"Ask yourselves honestly what the implement dealer has done for the Canadian West. You have risked very often your entire capital to lay in stock modern farm machinery and implements so that your communities might find an avenue of escape from the deadening toil of manual labor. You have helped the farmer to invest wisely in implements

in his days of prosperity. When crops failed, when adverse seasons may have nearly beggared your communities, who stood by the farmer in his adversity so staunchly as his best friend—the implement dealer! How many men were discouraged and disheartened, ready to leave it all and seek pastures new—possibly in other countries than Canada—when you stood by and said to go ahead that you would carry them over another season. If that action is not helping to hold Canada's population on the land I do not know what is! Looking at it in every way, the implement dealer has been the friend of the farmer in every sense of the word—and not only his friend but that of his wife and children. Labor saving machinery which you sell is doing more than anything else to keep the boy on the farms of Canada, and to make the daily toil of the farmer's wife a thing that her daughter does not seek to evade by entering the overcrowded labor markets of the distant cities.

"I make these statements in no spirit of fulsome flattery, but only that implement dealers may take heart a little and consider what they have done for this Canadian West. On the subject I feel more deeply than I can express. A great deal has been said and written about the romance of the plow, the lonely pioneer plowing his solitary furrow; but behind all, beyond all, I see the pioneers of the implement industry—the men who formed the advance guard of western civilization, giving to the farmer the wherewithal to make two heads of wheat grow where one grew before. You and your fellow retailers were the men who settled at some spot and developed from a hamlet the countless thriving towns that to-day are spread all over this great western country of ours. Why then, if all these things be true, should men who have done so much for agriculture, for country and community have to band themselves together to form an army for mutual defence and for the righting of the wrongs from which they suffer.

### Why Need We Associate?

"The farmer has been, and will be, the greatest buyer in Canada. In the early days he had little capital, he had to receive goods on credit. He had to be "grub-staked" and "machine-staked" or he would never have been able to develop his holdings. In this connection it might be well for all implement dealers to call down a 120 horse-power curse on the man who first taught the farmer the meaning of credit. It was a lesson that he learned well and that he is too loath to forget. The Canadian farmer has enjoyed exceptional credit—more so than any other Canadian worker. Whether he shall continue to do so, we shall see. A man to deserve credit must be worthy of credit—that every implement dealer knows. It has been, and is, an easy matter for the farmer to drive to town and buy machinery on credit, but it is a mighty hard matter for the dealer to

properly arrange his business when he has no idea of what time he may expect payment. There have been two great banking systems in Canada—the chartered banks and the unchartered banks known as implement stores! The day of the double vocation is past so far as the implement trade is concerned.

"Years passed and the farmer got on his feet financially. Better methods of cultivation, better machinery and better prices all went to make the farming class more prosperous. Population increased; cities grew in size. Other methods of distribution came into vogue, and gradually the surplus money of the farmer began to creep into the cities where it had no right to go, except via the route of the local store.

"No man can be a success at two entirely different jobs. One man cultivates the soil, another man buys and sells goods, depending upon a legitimate margin of profit for his livelihood. A propaganda of so-called "education" has been levelled at farmers pointing out that they are being charged exorbitant prices for everything that they purchase in the nearest town. Distributive schemes have been started offering to supply the farmer with everything from groceries to gang plows at lower prices than the retailers could show. Neither the men who pushed this so-called system of "co-operative education," or the farmers themselves, knew, or know, that it costs money to carry stock, to pay for insurance and freight, to pay taxes, to pay efficient help, and to sell goods on credit. By co-operative selling of farm machinery these interests lost \$19,000 in one year—so it is reasonable to assume that they will realize, sooner or later, that maybe there was reason in what the dealer charges for his goods.

And these men did not know that the manufacturers, jobbers and retailers of farm machinery have for years had stocks of repairs throughout Western Canada—carried for the good of farmers—stocks worth, at the lowest estimate, \$500,000 in hard cash. These repairs were carried solely as a means of rapid and efficient service to the man who uses farm machinery. Yet, farmers listened to those apostles of a co-operative Utopia in which it was promised that co-operative purchasing would give them implements and machinery, goods of all kinds, at greatly reduced prices compared to those quoted by the local retailer.

"Many of these farmers are, however, finding that goods supplied through co-operative sources and catalog concerns are of such poor quality that they will not properly perform their functions. They are thus forced to replace them by standard, trade-marked goods. All is not gold that glitters, and a bright paint may cover many faults in a machine or implement. In this question of value received, I feel that you gentlemen can bear me out in my statements.

"In this craze of co-operative buying one can hardly blame the farmer so much as those who are responsible for his education along economic lines. And these educationalists have not always the unbiased ideal of helping the individual.

"Listen, for instance, to what one prominent farm journal, the Farmers' Advocate, says editorially:

"It has become an established fact



that the distributing agencies—the retailers throughout the country—are giving an inefficient and very costly service. The inroads of the mail-order house and the development of co-operative purchasing associations and their very large trade have gone to prove this. We could expect little besides this. The retail trade throughout the country has been built up—if that term may be used—by men who know nothing of business, little of the requirements of their customers, and little or less of the goods they are handling.

"Admitting that these statements regarding the appalling uselessness of the retail merchant may be the views of journalism biased by the fact that direct selling concerns advertise profusely in farm publications, let us read what the head of a West Canadian agricultural college, Prof. Reynolds, dean of the M.A.C., says in an address to a mass meeting of organized farmers:

"The fact is that middlemen have been unwise in their attitude toward farmers' organizations. They have seen that farmers' organizations would, to some extent, reduce the business of middlemen, and have proceeded forthwith to fight the organizations. In doing this the middlemen have been ignorant of, or have lost sight of, an important economic distinction between the farmer and the middleman. While the work of the farmer is a prime-necessity, the work of the middleman is at best a convenience. When, by ill-judged action, a convenience is distorted into an inconvenience, the inconvenience is liable to be abolished. That is what has happened, and will happen again, to retailers in various countries when they have set themselves to oppose co-operative organizations among producers or consumers. Retail dealers are advised to take note, that the co-operative principle is bound to come into effect in Canada, and with it an inevitable lessening of the need for that particular form of convenience represented by retail dealing."

"If any retail dealer, implement or otherwise, has any convictions that organization is not a necessity in the retail business, surely these statements, by one who is molding the future of Canada's youthful agriculturists, must plainly show that now as never before retailers must organize if they are not to be wiped off the commercial map.

#### Let Us Learn a Lesson

"It is not necessary for me to dilate on the damage that co-operative purchasing and mail order buying has done to the small towns and villages of Western Canada. Farmers' congresses—which are

even called "parliaments"—are attended by thousands of farmers. The farmer is strong for co-operation and for the benefits (many of them imaginary) it will bring him. And I for one do not blame him. He will, like every sane man, benefit by organization. He has, as you have, wrongs to be righted, bad practices to be eliminated and better methods of selling to be inaugurated. He has many laudable reasons for upholding his organization; but, and here I pause, any co-operative effort that makes for the elimination of the retailer and the killing and dragging down of the small country town, is a damnable theory and against every principle of a country's economic progress.

"If I told any Scottish farmer, and the Scot is notoriously careful and far-seeing, that he would benefit by sending sixty or one hundred miles for his plow or harrows, he would laugh in my face. Buy a thing he could not see! The idea would make the most gloomy Scottish farmer grin. Yet the apostles of co-operation talk persistently of the great benefits of co-operative buying in the United Kingdom. They forget that these are only profit sharing schemes in vogue in large industrial centres, not the selling of farm commodities at long range. The Scottish, English and Irish farmer have, as yet, to learn the art of buying the unseen and paying ahead for a quality they cannot examine!

"But beyond the antagonism of the farming interests you have had to suffer from some very paternal legislation in the province, especially as regards the implement trade. Yet it would seem that the old Bible spoke truly when it says that often "out of evil cometh good." The worst legislation ever imposed upon the selling of implements may, in the end, prove to be a blessing. The main trouble seems to be that the majority of your law makers are farmers, consequently, with a sublime disregard for any other calling, laws were passed making it easy for the farmer to void a contract, and others making it difficult for the vendor to re-possess. In the end these laws have jeopardized a great deal of security which the seller takes to protect himself against past due debts.

"It is only common sense that the implement dealers of Saskatchewan should organize at this time, when so many forces are mobilized against them. The implement dealer has not fought the farmer; has not charged him exorbitant prices, or has in any way tried to damage agricultural progress. Yet, as a reward, dealers have been cursed from pen and

platform by organized agriculture. You cannot reason with a man when he is spoiling for a fight; and there is no half-way measures with the majority of the units represented by organized agriculture.

"As dealers, you must associate for many reasons. You must get closer together because you are working for the same things and the same end. All reputable manufacturers of farm implements and machinery have held to the decision to sell only through the retail dealer. They stand by the slogan that 'to the retail dealer belongs the retail trade.'

#### The Wholesalers' Standpoint.

"Some dealers may have formed the erroneous opinion that manufacturers of, and wholesalers of, farm machinery are against dealers' associations. Get rid of that conception! The manufacturers of farm machinery in both Canada and the United States have given, and will give, their continued and loyal support to co-operation and organization among dealers. They realize that association work produces a better class of merchants, and toward dealers' associations they have given freely of their means and moral support. In Winnipeg, Regina, Saskatoon, Calgary and Edmonton there are associations of implement wholesalers, and I feel that I am making a very safe statement when I say that those wholesalers' associations will welcome organization on the part of the retailers of this province, while they will do all in their power to further the work of association in the retail implement trade.

"The manufacturers and jobbers fully realize that there are many powerful influences working on the character and buying habits of the farmers of the Canadian West. They see the vicious attacks made upon the middleman, and hear the retail merchant being wrongly blamed for the increased cost of living. They know that the retail dealer is being made the target of abuse and legislation, and are sick of the unreasonable and blind propaganda pushed against retail business as a whole. Form an efficient and enthusiastic organization and you will find yourselves closely allied in co-operation with the manufacturer who produces the goods you sell, and the jobbers through whom you purchase your stock.

"By organization you will confront the bedrock fact that dealers have been pursuing an unprofitable policy by selling on so liberal terms. Truly, without credit the west would not be what it is to-day, but if the men who extended that

credit are now being blamed for having done so, if legislation and agricultural opinion are so strongly against them, it is surely time that they organized and decided upon a change of selling policy.

"If a man can buy co-operatively for cash, buy mail order goods for cash, and buy an automobile for cash, there is no reason why he should not buy the most important thing in his business—farm implements—for cash.

"Organize, stop being bankers and re-adjust conditions in the implement business. Credit is a curious thing, for you will readily agree that the more credit you give the less credit you get. Why should you sell the most essential thing a farmer buys on time, while he pays cash for luxuries.

#### Parting of the Ways.

All indications point to the fact that we have come to a new era in the implement business. One thing seems certain, that a great effort is being made not only to standardize farm implements, but to standardize the farm implement business. It will, in the future, be brought to a level nearer that of other businesses. Implements will at no far distant date be sold by the manufacturer to the jobber on different conditions, and on closer terms. This may look like forcing the dealer to put more money into the business, but is there any logical reason why the dealer should not sell more nearly for cash than is now the case? Is there any reason why the auto dealer, the general merchant, or the direct selling concern should be paid ahead while you set up a drill or a plow to be paid for next fall or winter. Truly, to sell more nearly for cash may curtail buying to some extent, but has not the lure of long time mislead many a good man, inducing him to sell under conditions for which no sane reasoning could account. If the farmer has formed the belief that he could buy any kind of machinery locally, on almost any kind of terms and without any security, while if he saw what he considered to be a bargain he could send the money away for it on a spot cash basis, then it is high time that the farmer was weaned from such a belief.

#### The Ultimate Effect.

"If western dealers organize, and pursue their business on the maxim that short settlements make long friends, there can be little doubt that better conditions will follow. Stocks will be smaller but will turn faster, and quick turnovers mean increased profits. The dealer will not be heavily overstocked, but will buy goods as needed to supply the demand. The speculative part of the retail implement business will be eliminated, and countless disputes will cease between dealer and manufacturer or jobber, and also between dealer and customer. It takes no vision to realize that a man would save himself a vast amount of risk and worry, while his profits would be more certain. He would reduce his liabilities, make his receivables quick assets, collect interest on his time sales, and finance his own business if implement sales were on a nearer cash basis, or only on good bankable security.

"It may be questioned as to whether the small dealer could finance his business, but it must be remembered that any change in selling terms would be a gradual process. Let the farmer be educated along the line that changed conditions are coming and that time is going to be shorter. In the end the implement dealer of the future—organized and doing business upon a firmer basis—will be on plane with any other class of merchant.

#### Looking to the Future.

"In the retail implement business in the prairie provinces there has never been a time when there was a greater need of association than now. We are in a period of construction; we are confronted by distributive systems which sell practically every machine used upon the farm on a cash basis. It is true that most of those machines are much inferior to standard goods—nevertheless, the farmer purchases them. The dealer



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A card from you and we will explain the reasons why we are able to give you the biggest engine value in Western Canada.

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must consequently organize, and organize strongly, for the protection of his calling and the advancement of his interests. The scope of this organization you have formed in Saskatchewan can be made tremendous. It can be constructive, educational, co-operative and remunerative. It can lay a solid foundation for better business and better business conditions, and by the example of such a dealers' organization you will do untold good and teach a lesson to dealers in your neighboring provinces. We cannot hope, as does organized agriculture, to reach the millenium in a year or two, but we can at least prove that other organizations are not going to eliminate the retail implement dealer from the commercial system of Western Canada. Given a little time this dream of co-operative purchasing will come to a rude awakening. When that day comes, let it find you implement dealers in Saskatchewan standing four-square and solid, running your businesses upon a system that will, once and for all, give the lie to the oft-reiterated charge by the farmer that you do not know how to do business, consequently soak him so as to cover your losses through inefficiency.

"Form a body here in Saskatchewan that will work for principles which will command the respect and support of the trade as a whole. If better conditions between manufacturer and dealer or jobber and dealer are to be had, they will be achieved all the more rapidly if redress of wrongs is demanded by a united body of implement dealers.

#### Working in Harmony

"It will make a mighty difference in the day's work to know that you are working in harmony with your fellow dealer and not against him, and when you and he know that the dealers in the next town, and in every town in this great province, are working with you and backing you up with all their might it will make a mighty difference. Every sane man admits that he does not know it all, and never expects to. We must live and learn, and by associating with the men in the same line of business we absorb new ideas and get a wider viewpoint. As a body you will study the cost of doing business so that you will be able to place your business on a better basis. Dealers all over Saskatchewan will realize that it pays to belong to the

Saskatchewan Retail Implement Dealers' Association, and that all they spend on it, in both time and money, is a fleabite compared to the benefits which they will receive. Your association will be a means of uplift for every man connected with it, and you will in the end prove the fact that it is better to control a good implement business than to preach a poor sermon.

"In every line of life we see the association idea predominant. From banker to blacksmith, from manufacturer to bricklayer, men are realizing that, banded as a body, they must organize in their particular vocation. In this regard it must be admitted that the implement dealers of Western Canada have been lax. Let them now, by precept and example, show humanity that they are not behind their customers in mentality that they are organized for individual and collective benefit.

#### Drones versus Workers.

But your organization, like all organizations, can only succeed if every man in the business puts his shoulder to the Association Wheel. If every dealer does not do his share in the good work the end will result in failure. If farmers see the sense of attending their locals and holding annual conventions a thousand strong, surely implement dealers must realize the same necessity. Will it be fair if all the constructive work of the association is left to a few hard-working individuals, shouldering the entire burden on themselves, while others sit still and receive whatever benefits may accrue? An association does not succeed through the efforts of its organizer, officers and executive. No; it succeeds only if every man in it works to further its scope and influence. In the association hive there can be no drones; every man must be a tireless worker! I take it that every gentleman here present is of the opinion that an implement dealers' association is a great necessity in Saskatchewan. This convention endorses his belief—but his belief must not end there. When each man gets back home, what will it profit the association if he simply sits down and reads the various circulars which may be sent out by the executive of the organization? There will be men, possibly in your own town, certainly in adjoining towns, who are not here to-day. What is your duty

as a believer in organization in the implement trade? Is it not to go and see those men, to impress upon them that it will be the best thing they ever did to join this association. If they are otherwise than friendly to you it does not matter. This world is too big for petty spite and malice, and it is to get rid of such human weaknesses that the association is a necessity in your calling to-day. Go and see those other dealers: Lay aside everything personal and fix your eyes upon the ideal of education and co-operation. Reason with the other fellow. Ask him if he thinks his personal kick is as strong as the amalgamated weight of a kick registered by every implement dealer in Saskatchewan. Be workers for association, not drones in the hive. Support your officers—make their work more easy and their results more gratifying. It is not a one man job but a job for every dealer. Whatever money and time you spend you can be assured that the growth of a sturdy association will return it to you—and then some!

#### Keep up Enthusiasm.

"It is easy to start an association, the difficulty is to keep it alive. Don't let your enthusiasm get off the boil but keep the association idea alive in your particular neck of the woods. 'Bear

ye one another's burdens.' That is the oldest call for associated effort that I know. And that's what association means—that, and the satisfaction that comes to all men who get together to push along a good work.

"May your organization be one that will win the battle for trade unity, trade betterment and the dawn of better days for the retail implement trade in Saskatchewan. Gentlemen, I thank you."

#### Automobiles in Canada

The number of automobiles in use in Canada up to the end of 1915 was approximately 83,128, as against 61,000 in the previous year. The sales are growing rapidly and there is no reason why in a short time there should not be twice as many cars in use as at present. Automobile dealers state that the outlook for business in 1916 is unusually bright.

Sitting around means lost sales.



## Use Massey-Harris Plows for your Spring Plowing

**T**HERE are many reasons why you should use a **Massey-Harris Plow**—reasons which it is worth your while to consider, because they mean much to you in the way of making your farming operations yield the best possible returns.

In the first place, owing to their excellent scouring qualities, you can often get on the land and start plowing several days earlier than with other Plows. This is an important matter, especially in the North-West, where a few days' delay may mean the loss of a crop.

The shape of a Plow is a point which must be carefully considered. **Massey-Harris Plows** have given satisfaction to three generations in this respect. They turn perfect furrows, putting the ground in the best possible condition for the work which follows.

**Massey-Harris Plows** are light draft and easy to handle—they are popular with both man and beast.

Durability is a strong point in connection with these Plows—the improved methods of tempering the Steel Mouldboards and Shares and of hardening Cast Shares, together with careful erecting and rigid inspection of all plows, combine to produce a line of Plows which look well, work well and wear well.

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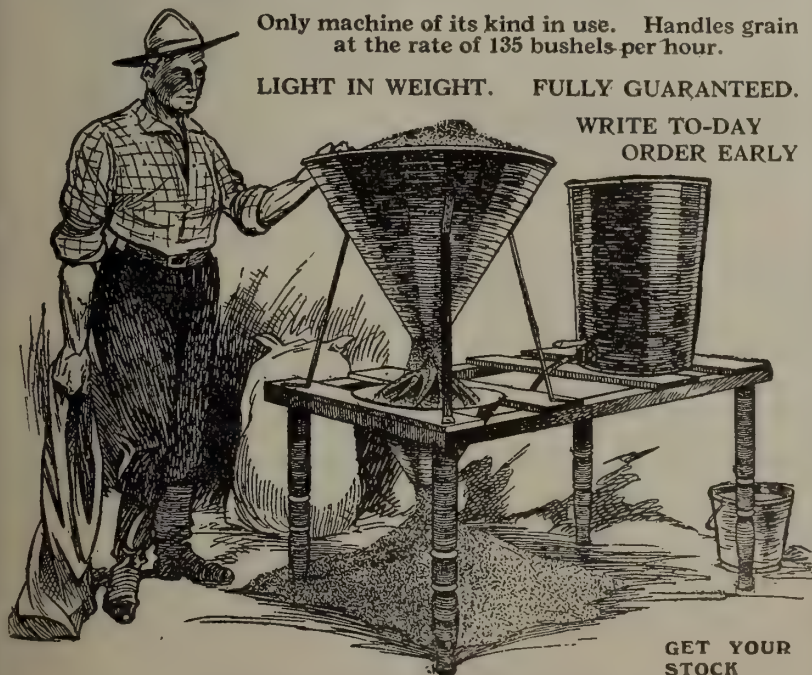


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Only machine of its kind in use. Handles grain at the rate of 135 bushels per hour.

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Builders of light weight, high grade Gasoline Engines for all Farm Power Work

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### Points in the Separator

If the separator is out of plumb, the neck bearing worn or out of adjustment, the bowl spindle sprung, the bowl out of balance, or the bearings dirty, there will be more or less vibration of the bowl while running. This vibration prevents complete separation, causing a loss of fat in the skim-milk. Besides, this unsteady motion of the bowl soon wears out the bearings.

As a rule, other things being equal, the test of the separated

cream varies proportionately to the test of the whole milk. Five per cent milk yields higher testing cream than four per cent milk, but the volume of cream in each case is about the same. The skim-milk test in these instances seems to depend somewhat upon

sufficient for a hand machine. If very much larger amount is used the cream test may be lessened somewhat. The slime deposit on the inside of the separator bowl does not affect the cream test unless it clogs the passages.

A good separator properly cared

Canadian traveling staff of the De Laval Dairy Supply Co., taken recently during their presence in the city, and when you look 'em over in a photographic sense, it is easy to see why the old Indian wondered who "De Laval" was, because he saw it everywhere he went.

## OVER 100,000

of these outfits in use in Canada, the United States and Australia



The simplest and most reliable windmill on the market. Very easily assembled. The mill pulls into the wind which makes it absolutely storm resisting. In case the wire is broken the mill automatically turns out of the wind and locks itself out. Furnished with compression grease cups throughout, removable bearings, heavy vane stems, direct lift, reversible steel pitman eliminates entirely troublesome wrist pins. Our windmills will meet any competition.

Write for catalogue and further particulars.

**Manitoba Engines Ltd.**  
Brandon, Man., and Calgary, Alta.



Traveling Staff of the De Laval Dairy Supply Co., in Western Canada.

the separator used. With one machine the quality of the whole milk has no effect on the test of the skim-milk, while with another it was almost directly proportional to the test of the whole milk.

Most separators will do clean skimming with cream running as high as 50 per cent fat, but above that point the loss of fat is considerably increased, the amount increasing with the richness of the cream.

Cream adhering to core of bowl has but little effect on the test of the cream, although two or three quarts of water or skim-milk is

for should last for many years and when in good condition should give a skim-milk not testing more than .05 per cent of fat. Skim-milk from a separator often runs as low as .01 per cent.

### Traveling Staff De Laval Dairy Supply Co.

Even the most aggressive cream separator salesman wants a brief respite once in a while, but only, be it noted, when he can't cover territory by reason of snowdrifts. We have great pleasure in reproducing a photograph of the West

Likewise easy to understand how no susceptible farm lady can withstand the selling arguments of so entirely courteous and keen looking gentlemen. (Don't shoot, we'll quit—Ed.)

In the photograph are the following: Back row, from left to right, J. H. Silversides, department manager, separator sales, Winnipeg; Drury Baker, Lethbridge; A. MacPhail, Winnipeg; D. L. Ross, Swift Current; M. S. Lee, Saskatoon; W. J. Forsyth, Neepawa; A. C. Whipple, department manager, silos and gas engines, Winnipeg; James Grandy, manager, Vancouver Branch; N. S. Dow, assistant manager, Winnipeg branch. Front row (sitting) from left to right: E. Maylott, Battleford; R. J. MacWatters, Weyburn; W. G. MacPhail, Brandon; H. R. Shortreed, Edmonton; W. A. Wilson, Saskatoon; O. O. Watt, Calgary and J. M. Silversides, Regina.

### An Item in Twine Cost

An item of more or less importance to twine and rope manufacturers, especially manufacturers of binder twine, that has undergone a radical change in cost during the last year is burlap. On this item alone the binder twine manufacturer this season will pay out considerably more money than in any past year. The increase in cost, states Cordage Trade Journal, is due to the enhanced cost of raw material imported and the scarcity of ocean tonnage.

## CORRUGATED SLIP-JOINT WELL CURB

*Good water is an essential need of every farm. Show the farmer this durable, clean well curb that is easy to put in place and you can make sales that carry a nice profit.*

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**Winnipeg Ceiling and Roofing Co., Ltd.**

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Winnipeg, Man.

*We Make the Best Granary on the Market*



**Concentration Means Success**

In the sale of the cream separator concentration is a great factor, as is pointed out by J. K. Van Camp in De Laval Monthly. In every territory the only real competition is selling cream separators comes from the dealers who are "exclusive" dealers in some competing machine. A customer comes up to the store prepared to buy a cream separator. The dealer can take him to his particular machine and show him its desirable features, and before long he has the customer think along the same line with him. There is no other machine on the floor to distract the customer's attention. It is pounded into him that the particular cream separator the dealer sells is the only machine worth considering.

With two or more types of separator on view, the customer naturally fluctuates in his choice. He drifts from one to the other, his attention is diverted, and he does not concentrate on the machine.

Instead he goes home to think it over after he tells the dealer he will be in again. When he gets home, the chances are that he will pick up a mail order catalog. Naturally he will look up the separators and will start to read a

glowing account of the merits of one separator and one only. The description is forcible and the point is pounded into him that this is the one and only separator for him to buy. He gets the desire for this one machine, and the chances are that he does not go back to Mr. Dealer. A short time later Mr. Dealer sees a mail order separator unloaded for his lost customer and he will blame everything but the right thing for losing the sale.

**Qualifications That Count**

Sufficient capital to carry an ample stock for immediate requirements.

Sufficient equipment, help and superintendence to insure prompt service to customers.

An inclination to give good service since the good will of customers is the dealers' best asset.

Adequate organization, or the right people in the right places.

Belief in advertising, which should be as thorough as the bookkeeping or service department.

A close adherence to the one-price idea.

A good system of accounting which will tell the dealer how his account stands at all times.

**Machine Concern Changes Winnipeg Address**

The Goold, Shapley & Muir Co., whose factory and head office are at Brantford, Ont., have changed the address of their Winnipeg headquarters. Formerly the company were located in the Cockshutt Building on Princess Street in this city, but because they required greater space to take care of their steadily growing business they have removed to 291 Owena Street. In their new location the company will have excellent warehouse, space, good shipping facilities and greatly increased office accommodation. In selling their gas and gasoline engines, tractors, grinders, windmills, pumps, etc., the Winnipeg branch of Goold, Shapley & Muir Co. should be in a position to still better their service to customers from their new and commodious premises.

**A Common Complaint**

"What's the matter old man? In debt?"

"Exactly."

"I wouldn't worry about that if I were you."

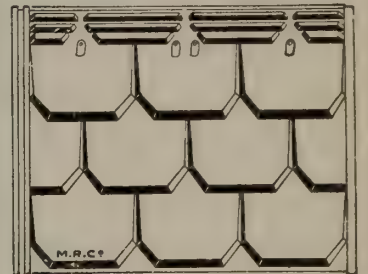
"I'm not worrying about being in debt; what troubles me is that my creditors refuse to let me get in any deeper."

**You Can't Sell a Farmer Implements**

If he intends to spend all he can spare on a new barn or house.

Why not be in a position to sell him a good **METALLIC ROOF?**

The Famous **"EASTLAKE"**



BEST KNOWN as the "BEST ROOF KNOWN" FOR A BARN, SHED or HOUSE.

Does not cost DEALERS a cent to secure our agency and YOU would find this line a pleasant and profitable one.

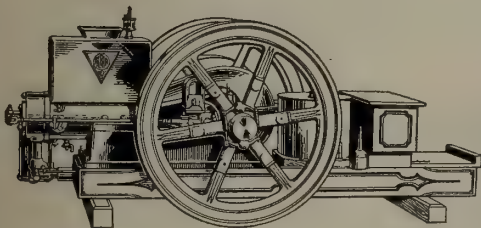
Worth Looking Into at Least Please Ask For Particulars

The Metallic Roofing Co., Ltd.

Manufacturers  
797 NOTRE DAME AVE.,  
WINNIPEG



The World's Standard  
De Laval Separator



The Alpha Gas Engine. Always  
Ready to Work

## "TURN-OVERS" versus "LEFT-OVERS"

**A**M I running a store or a museum?" Have you ever asked yourself that question? Asking it frequently and carefully checking up your stock will do more than anything else to increase your profits.

Stores—real stores—that are stocked with goods that move rapidly, are always the most profitable. The quick "turn-over" is the thing.

Museums of "left-overs"—stores stocked with goods that somehow or other simply won't move, are money losers every time.

Every dead line—every "left-over"—eliminated from your stock and replaced by a live, quick-moving line reduces your cost of doing business, increases your profits and relieves you of the burden of worry that is worse than the hardest work.

The unquestionable superiority of the De Laval line of dairy supplies is, of course, the chief reason for the ease with which it is sold. But De Laval prestige, De Laval service, De Laval general advertising, and De Laval direct circularizing of agents' possible buyers, are a few other good reasons why the De Laval line is a quick mover.

If you think there is a good chance for a steady stream of dairy supplies to move through your store and want to handle a line that is universally recognized as the quickest "turn-over," we shall be glad to receive your application for a De Laval agency.



MADE IN CANADA



A Complete Dairy Line

ASK FOR CATALOGUES AND COMPLETE INFORMATION

**De Laval Dairy Supply Co., Ltd.** WINNIPEG VANCOUVER  
LARGEST MANUFACTURERS OF DAIRY SUPPLIES IN CANADA MONTREAL PETERBORO



### Change in Western Branches International Harvester Co.

W. P. Wells, manager of the Regina branch of the International Harvester Co. of Canada has left Regina to take up an important position in the domestic sales department of the Harvester organization at Chicago. Mr. Wells entered the employment of the Deering Harvester Co. about 20 years ago. He represented that company in Illinois and Kansas, occupying various positions with conspicuous success. About twelve years ago he was appointed branch manager at Regina, which position he has held until the present time. Mr. Wells is known to a wide circle of implement dealers, who, we feel sure will be glad to hear of his promotion to other spheres of action for which his marked executive ability so admirably fits him.

E. B. Gass, formerly manager of the Brandon branch of the International organization, succeeds Mr. Wells as manager at the Regina branch. Mr. Gass became identified with the Regina branch about eleven years ago. From the office he was promoted to a position on the road, and within a short time was further promoted to the position of blockman on the

Regina territory. Some four years ago he was appointed assistant manager at Saskatoon, but was only there for a few months, being appointed manager at Brandon when J. C. Hyndman was transferred to the Foreign Trade department of the company.

J. C. Brosnahan, formerly assistant manager at the Winnipeg branch of the company, is now manager of the Brandon branch house. Mr. Brosnahan, who is president of the Winnipeg Wholesale Implement Association, entered the employment of the company at Grand Forks, N.D., in 1904. Commencing as assistant cashier, Mr. Brosnahan was quickly promoted to the post of assistant traveling auditor. In 1907 he was connected with the sales department at Calgary, and in 1908-9 he assisted Mr. Potter, manager at Saskatoon. Subsequently Mr. Brosnahan was appointed traveling auditor for Western Canada, and, in 1911, became assistant manager at the Winnipeg branch of the organization. We congratulate Mr. Brosnahan on his promotion to the managerial chair at Brandon, a post for which his wide experience makes him eminently qualified.

H. N. Ross succeeds Mr. Brosnahan as assistant manager at

Winnipeg. Mr. Ross entered the employment of the International Harvester Co. at Columbus, Ohio, some nine years ago. After four years at the Columbus branch, he was transferred, in 1911, to the Edmonton branch house. There he held the position of cashier and assistant manager until his recent transfer to the Winnipeg branch.

W. J. McCallum, formerly manager at the Edmonton branch, recently with the Portland, Oregon, branch, has succeeded J. A. McDonald at Estevan, who has resigned owing to ill-health. Mr. McCallum while comparatively young in years is an old timer in the implement business. He has been connected with the harvester company for several years, in both Eastern and Western Canada. For several years a blockman on the Calgary territory, when the Edmonton branch was opened he became manager at that point. Some two years ago he removed to Portland, Oregon, at which branch he continued until February 1st, when he received the appointment of manager at Estevan for the company.

### Dealers' Delegation Meet Government

On Feb. 10 a delegation representing the Saskatchewan Retail Implement Dealers' Association met the agricultural committee of the Saskatchewan Legislature. Suggestions were made by the dealers as to changes which they considered should be made in the Farm Implement Act in that province.

The term "vendor," as embodied in the act was considered by the dealers to have too wide a meaning. They also objected to having to submit price lists of small implements to the minister of agriculture. They also considered it unjust that the retailer should be required to carry a full line of repairs at any particular

point, while mail order houses outside the province could sell implements while supplying no provincial repair service to the farmer. The dealers were assured by the committee that full consideration would be given their contentions by the authorities. The delegates report that they received a most sympathetic hearing, which, brothers, shows that already the organization in Saskatchewan is justifying its existence.

### Seed Cleaning Machinery Demonstrated

During Winnipeg Bonspiel a great number of farmers attended the various conventions held at the Manitoba Agricultural College, Winnipeg. Especial interest was shown in the seed cleaning demonstrations which were staged. Among the machines handling the grain were:

The No. 2 Bull Dog Fanning Mill, manufactured by the Twin City Separator Co., Winnipeg, who also operated one of their special Bull Dog Wild Oat Separators and Barley Mills.

The Cushman Motor Works of Canada, Winnipeg, had in operation one of their Lincoln "New Superior" wild oat separators.

The Tudhope-Anderson Co. Winnipeg, had at the demonstration a No. 2 "Winner" Improved Separator and Cleaner.

The John Deere Plow Co., Winnipeg, operated a No. 24 Fosston Automatic Grain Cleaner and Grader.

Gray-Campbell, Ltd., Moose Jaw and Winnipeg, had in operation one of their well-known Chatham Fanning Mills.

The Cockshutt Plow Co., Winnipeg, demonstrated the efficiency of one of the Cockshutt "New Wonder" Grain Cleaners, a machine which was very favorably commented upon by those present.

## MALTESE CROSS PARAGON Tread Tires



### ANOTHER FAMOUS LEADER

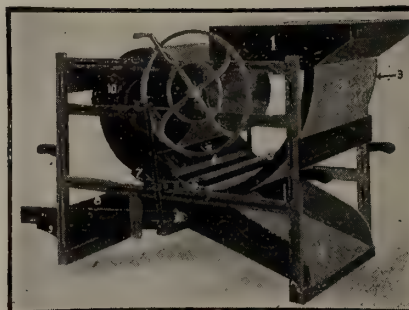
Specially Designed and Built  
to meet the Exacting Demands of Canadian Diversified  
Service Conditions

**Gutta Percha & Rubber, Limited.**

Fort William    Winnipeg    Regina    Saskatoon  
Calgary and Edmonton

## QUICK SALES and GOOD PROFITS

### "LOOP THE LOOP" SEED GRAIN GRADERS



**DEALERS:** This automatic seed grain grader, combines the principles of gravity and wind in grading the grain. Selects only the heaviest grains, throwing out small light grain. Positively eliminates wild oats from oats, wheat, and other grain. Easy to adjust, easily driven. Handles all seeds—even alfalfa. The only gravity grader made. Sells easily and satisfies the most critical customer.

Write for Agency Offer.

**Seed Grain Grader Co., Ltd.**

Geddie McKay Limited, Sec.-Treas.  
103 Darke Blk. Regina, Sask.

Manitoba Distributors:  
**EMPIRE LIGHTNING ROD CO.,**  
197 Princess St., Winnipeg

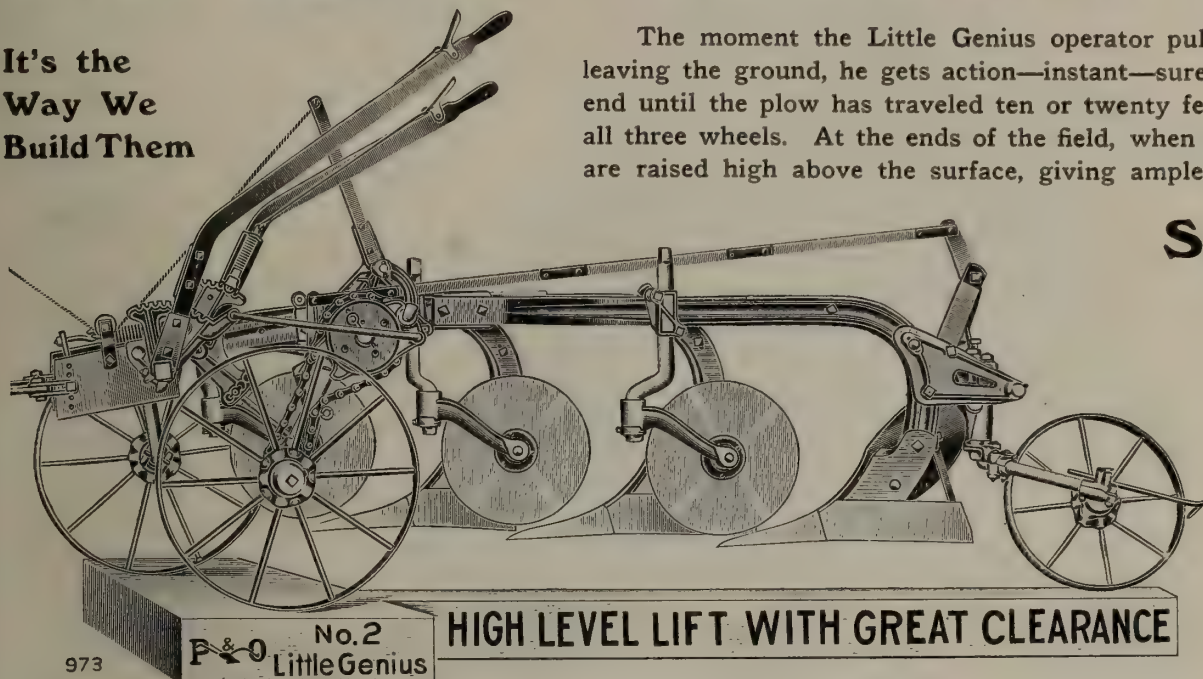
1, Oscillating feed pan; 2, Curvilinear circular chute; 3, Regulator of oscillating feed pan; 4, Adjustable door in fan drum neck, No. 7; 5, Adjustable valve throat; 6, Regulating plate on valve throat, No. 5; 7, Air chamber, No. 7; 8, Scalper sieve; 9, Cleaning rack under scalper sieve, No. 8; 10, Adjustment of the wind doors on fan bowl; 11, Gear drive wheel; 12, Chute which carries the lighter grain out; 13, Handle on adjustable door, No. 4, in fan drum neck, No. 7; 14, Eight-tooth sprocket for driving bagger.





# Little Genius—Power Lift on all Three Wheels

It's the  
Way We  
Build Them



The moment the Little Genius operator pulls the trip rope, whether entering or leaving the ground, he gets action—instant—sure—positive—no hanging up of the rear end until the plow has traveled ten or twenty feet—the lift takes immediate effect on all three wheels. At the ends of the field, when the bottoms are raised in turning, they are raised high above the surface, giving ample clearance for trash.

## Speaking of Clearance

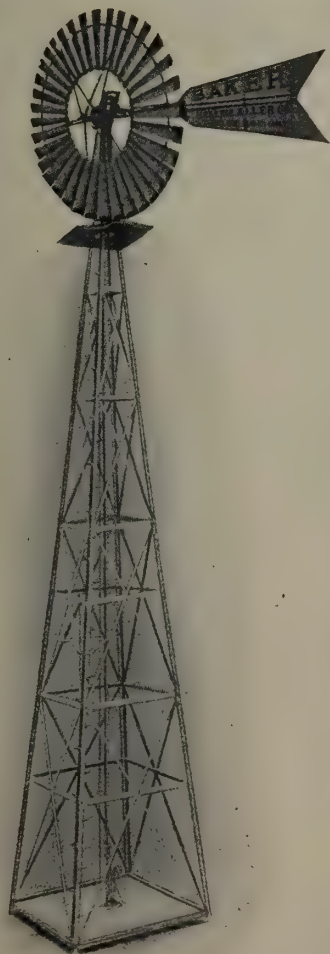
We would like you to compare the clearance between the bottoms of the Little Genius with that of any other plow—you will at once discover the secret of the remarkable success of the P&O Little Genius in trashy ground. The little Genius has 19 inches of bottom clearance.

**HIGH LEVEL LIFT WITH GREAT CLEARANCE**

Built by **PARLIN & ORENDORFF CO., Canton, Ill., U.S.A.**

**International Harvester Company of Canada, Limited** SALES AGENTS FOR CANADA

Winnipeg Brandon Regina Saskatoon Yorkton North Battleford Estevan Calgary Edmonton Lethbridge



## The "Baker" Ball Bearing Wind Engine Means Satisfaction to YOU

The "Baker" warranty is the strongest ever placed on a Windmill or similar Product

**IN USE WHEREVER THE WIND BLOWS**

Windmill power is growing in popularity, as it is economical and requires little attention. For pumping water no power can be compared with the Windmill. Machines are any contrivance employing motive power.

The principal motive powers employed by the Farmer or Suburbanite are Hand Power, Horse Power, Gasoline Power and Wind Power. Wind is as free as ordinary dirt. It is the most reliable and positive in action, and, therefore, a good Windmill is the most satisfactory machine or contrivance to sell.

You do not have the complaints coming back to you that this machine requires more Hand Power, more Horse Power or more Gasoline to operate than you assured him when you consummated the sale. Nothing whatever to complain about after the windmill is properly erected; he will make use of it, too, practically every day in the year.

For the farm implement dealer every Baker sale means much more than just a business transaction. It is a strong tie that will make a customer a friend. It will create a chain of confidence, and it will inspire your customer to call upon you for other wares you may have for sale.

Write to-day and be advised what the "BAKER" means to you and why the agency for this superior line will become  
a valuable asset to your business.

**THE HELLER-ALLER COMPANY**

WINDSOR, ONT.

REGINA, SASK.



## The Sisal Twine Situation

The farmers of the United States and Canada will probably have to pay a high price for sisal binder twine during 1916. It is therefore, of supreme importance that the situation affecting the supply of sisal fibre be fully reviewed so that the implement dealer will be in possession of the facts that lead to this increase in twine prices. It is necessary that the dealer should fully know the situation, for the reason that a vast majority of the ultimate consumers of binder twine—our friends the farmers—may be prone to place the blame where it does not belong, upon the twine manufacturers. The manufacturer in many lines is laid open to unjust attack and criticism and in this case the buying public should be acquainted with the facts, which clearly prove that the twine manufacturer is, like the consumer, suffering from conditions affecting the marketing of sisal fiber, a review of which we give herewith:

Sisal, the raw material from which the bulk of the binder twine is now made is produced in Yucatan, one of the states of Mexico.

In the early days of the binder twine industry the raw material was secured from Manila, New Zealand and Calcutta, and only a small percentage from Yucatan. At that period the Yucatan

planters were willing and anxious to sell their sisal at a price far below the cost of Manila fiber, and because of the lower price of sisal, its consumption gradually increased.

### Sisal Conditions Prior to 1912

This was the condition until 1898, when the ports of Manila were closed by Admiral Dewey. Thus the main source of fiber supply was shut off, and as a result the Yucatan planters were able within a few weeks to double the price of sisal. The revolutionary troubles in the Philippines for several years prevented the usual exports of Manila, and at the same time the demand for binder twine rapidly increased, so that the Yucatan planters were able to continue getting this high price. This encouraged them to enlarge their plantations and place an exorbitantly high value on them, because of the large revenue they would produce. As time went on conditions in the Philippines and other fiber markets became normal, and the law of supply and demand operated to reduce the high prices of sisal fiber.

Naturally, the Yucatan planters were reluctant to abandon the high prices that had been maintained. Several attempts were made to form a pool or syndicate which would control the production and obtain a fictitious price for the fiber.

### The Yucatan Regulating Committee

The last of these efforts resulted in 1912 in the formation of the "Commission Regularo del Mercado de Henequen," or Regulating Committee, which undertook to control the selling price of sisal. During the fall of 1912, because of a severe drought in the Philippines, and a typhoon or tropical storm which destroyed an enormous quantity of manila fiber, this committee was able to advance the price of sisal to a very high figure.

The outbreak of the European War in August, 1914, cut off the American twine manufacturers from a large part of their enormous export trade, which resulted in a reduced consumption of fiber, consequently sisal dropped to a very low price when figured on a gold basis, although as a matter of fact, because the expenditures of the Yucatan planters for taxes, labor, etc. were payable in depreciated Mexican money, the price of sisal per pound in Mexican currency continued at a high level.

This was the situation until the revolutionary outbreak in Yucatan,

February, 1915. This trouble started when the transportation of supplies by railroad from the interior to the port of Progreso (which is the principal port for the exportation of sisal) was interfered with, and was followed by the blockade of Progreso.

In order to give the farmers of the United States and Canada the twine needed by them for the season of 1915, it was absolutely essential that this blockade should be raised so that exports of sisal could continue. Representations to this effect were made by the leading American twine manufacturers to the government at Washington, and as a result the blockade was raised after the port had been closed for twenty-seven days.

### A Government Monopoly

When the blockade was raised the sisal market had come practically under the control of the Regulating Committee. This control became absolutely complete by September, 1915, and since that time no Yucatan sisal has been obtainable except from that committee.

The Regulating Committee has the support and is under the control of the government of Yucatan so that the entire supply of sisal in that country is to-day controlled by what is practically a government monopoly.

### Committee Supported by American Capitalists

In order to make this monopoly complete and effective it was necessary that the Regulating Committee should be financed. Money was needed to pay the planters and to hold the sisal. Therefore, the Regulating Committee sought financial aid in the United States and as the result of their negotiations certain bankers and capitalists in that country formed the Pan-American Commission Corporation, for the purpose of assisting the committee in cornering the market and maintaining the selling price of sisal. This corporation was organized under the laws of New York in December, 1915, with a capital of \$1,000,000. It is reported that its agreement is to furnish the Regulating Committee any amount up to \$10,000,000, so as to enable the committee to hold the sisal supply in warehouses in the United States and thus control its market price.

### Complete Power of Sisal Monopoly

In the past the American manufacturers of binder twine have been able to go to Yucatan, and from the different dealers in sisal purchase their requirements in a competitive market. To-day,

### WHAT THE SISAL MONOPOLISTS HAVE DONE

In the past, twine manufacturers could purchase their fibre in the open market. To-day there is no seller of Yucatan sisal except the sisal monopolists.

When twine manufacturers had bought their supply of sisal for 1915 harvest, an enormous surplus of Yucatan fibre existed, the market price being 5½ cents.

The sisal trust got control of the fibre supply, and immediately raised the price to 6½ cents. Further advances followed until, in January last, fibre stood at 7½ cents—practically equal to the wholesale price of manufactured binder twine.

The trust sells the fibre at 7½ cents a pound and pays the planter 4 cents a pound.

Every cent added to the price of sisal fibre adds \$2,500,000 to the binder twine cost of American and Canadian farmers.

there is no other seller of Yucatan sisal except the Regulating Committee.

The complete power of this government monopoly supported by American capitalists is shown by the rapid increase in the price of sisal during the last three months. Beginning with a price of 6½ cents per pound f.o.b. New York in November, the price has steadily raised until the middle of January is was 7½ cents a pound. Thus the price of sisal—the raw material—is substantially equal to what was the wholesale prices of manufactured binder twine to the implement dealers in 1910 and 1912. Dr. Victor A. Bendon is the general attorney and representative in the United States of the Regulating Committee. In an interview published in the New York Times of December 30, 1915, he said:

"The price is now 7½ cents per pound, and we could raise it to 10 cents a pound if we chose."

### Big Profits for Monopolists

While the American twine manufacturers are paying the Regulating Committee 7½ cents a pound in New York, the Regulating Committee is paying the Yucatan planters only 4 cents a pound. The big profits of this monopoly are going to the Yucatan Government and to the stockholders of the Pan-American Commission Corporation. This corporation is making a double profit; first, it receives 6 per cent interest on the money loaned the Regulating Committee, all of which is amply secured by stocks of sisal stored in warehouses in the United States, and, second, it is to receive a commission or bonus of five per cent on all the fiber sold, which amounts on an American consumption of about 320,000,000 pounds to the snug

(Continued on Page 18)

*Read the  
Opposite page*

*A whole lot of  
wise dealers are  
cashing in on the  
oil pull right now—  
and now is the  
time to talk it with  
gasoline sky high—  
You'd better see  
if the territory around  
you is still open. A  
1916 Advance-Bunch  
contract is worth  
your while if you  
can get it—*

*There are over 5000  
oil pulls in use today—*





# KEROSENE vs GASOLINE

-this tells the story-

**ADVANCE-RUMELY THRESHER CO., Inc.**  
LAPORTE, INDIANA

UNITED STATES AND CANADA BRANCHES

Aberdeen, S. D.  
Battle Creek, Mich.  
Billings, Mont.  
Columbus, Ohio  
Dallas, Texas

Fargo, N. D.  
Indianapolis, Ind.  
Kansas City, Mo.  
Lincoln, Neb.  
Madison, Wis.

Nashville, Tenn.  
New Orleans, La.  
Peoria, Ill.  
Portland, Ore.  
San Francisco, Cal.

Wichita, Kans.  
Calgary, Alta.  
Regina, Sask.  
Saskatoon, Sask.  
Winnipeg, Man.

Des Moines, Iowa

Minneapolis, Minn.

Spokane, Wash.

WATCH ADVANCE-RUMELY GROW



### Marked Rise in Implement Prices

A number of the U.S. manufacturers of farm machinery, implements and equipment have advanced their prices, and while other manufacturers have delayed their announcements they are going to follow suit. Some manufacturers are of the opinion that further advances will be necessary in the near future. There is, in fact, little doubt that an advance in farm implement prices is going to be a general feature in the near future. This is solely due to phenomenal conditions in the material market, and further in the cost of fuel and the cost of skilled labor. In the middle states, coke has advanced 45 per cent compared with a year ago; fuel oil 30 per cent in the same period.

The advances already announced show generally a raise of ten per cent on steel goods, including plows and similar implements, and 5 per cent on wagons, drills, etc.

An enormous advance in the price of steel and other metals used in the manufacture of farm implements has led to this corresponding increase in the value of this class of product. Some authorities are of the opinion that during the next few months there will be a increase in the price of farm implements of nearly 20 per cent.

In comparing metal quotations in the end of January, 1915, and the end of January, 1916, the following percentage of advance in different classes of raw material is found. The figures give the increased percentage in cost:

Ingot copper, 85; rod copper, 100; zinc, 220; spelter, 325; lead, 50; aluminum, 175; brass rod, 135; antimony, 725; flat steel bar, 60; crucible steel, 100; high speed steel, 325; low basic ores, 30; high manganese ores, 65. One company in the United States quotes the advances in material as paid by them to be: steel, \$14 per ton; pig iron, \$7 per ton; malleable iron, \$10 per ton; bolts, 60 per cent; lumber, 20 per cent; supplies, 10 per cent.

One of the largest general line manufacturing concerns issued Feb. 21 a notice of 10 per cent advance on the entire tillage line, 5 per cent on drills and 5 per cent on wagons.

While advancing prices at the opening of the season is contrary to all precedent, it would seem that the manufacturers have no alternative but to advance their selling prices so as to cover the extreme advances in the prices of material.

The producers of raw materials have, as a matter of fact, largely

# CANADIAN FARM IMPLEMENTS

THE OFFICIAL ORGAN OF THE  
INTERPROVINCIAL RETAIL IMPLEMENT DEALERS' ASSOCIATION  
AND  
SASKATCHEWAN RETAIL IMPLEMENT DEALERS' ASSOCIATION

A MONTHLY NEWSPAPER  
DEVOTED TO THE INTERESTS OF DEALERS IN AND MANUFACTURERS OF  
FARM IMPLEMENTS, VEHICLES, ENGINES AND MACHINERY

Established in 1904 and Published Monthly by

**Canadian Farm Implements, Limited**

F. D. BLAKELY, Manager

811-12 CONFEDERATION LIFE BUILDING Telephone Main 518 WINNIPEG, CANADA

### SUBSCRIPTIONS

\$1.00 per year in Canada; Foreign \$1.25 per year.

Single Copies, Ten Cents

### ADVERTISING

RATES MADE KNOWN ON APPLICATION

Change of Advertising Copy should reach this office not later than the 25th of the month preceding issue in which insertion is desired.

### CORRESPONDENCE

Solicited on all matters pertinent to the implement and vehicle trade. As an evidence of good faith, but not necessarily for publication, every correspondent must sign his name. We reserve the right to edit all matter submitted but do not undertake to endorse opinions expressed by correspondents.

Member Western Canada Press Association  
Entered in the Winnipeg Post Office as second class matter

WINNIPEG, CANADA, MARCH, 1916.

discontinued making long term contracts, consequently many manufacturers now can buy only on 6 months' contracts. The termination of most of these contracts took place on Jan. 1, hence the necessity for a readjustment in prices to meet existing conditions.

In the United States, in anticipation of further increases, dealers and farmers are now buying heavily. It is evident, however, that as the number of orders makes further purchases of raw material necessary, further increases in the cost of the product will follow. Dealers in Western Canada will have to pay careful attention to the business situation, for it would seem that the only logical and reasonable thing to do will be to advance the retail prices to correspond.

### The Trade Outlook

Despite the advance in price of farm implements the promise for spring business is good. Our plentiful snowfall means a generous moisture in the soil, giving the crop a chance of an excellent start. This always helps materially in developing implement sales, which should keep up until spring is far enough along to show something of crop prospects when the seed is well started.

The excellent prices which have ruled for grain during the winter,

and the large quantity of grain still unsold, should mean a considerable amount of ready money in circulation. This should have a direct tendency to keep up the sales of farm machinery and equipment for a few months to come, and until future conditions warrant an optimistic or otherwise outlook for the year's business in implement lines.

### Knowledge vs. Guesswork

The wise dealer buys his goods according to his needs. If he sold 15 plows last year he does not buy 25 this year merely because of some special price inducement being made. It is better to re-order than to carry over. A business specialist says that the best policy for the dealer is to do his own buying, not to let the manufacturer do it for him. The most important side in the business, in fact the one side that makes or breaks it, is whether or not you have an intelligent cost accounting system. If a man is not a capable accountant personally, he should hire someone to show him how. It is time that every retail dealer, in every line, stopped guessing as to his cost of doing business.

No matter what your competitor does; no matter what your customer says; stick to the price your cost system tells you you must have. If not you lose.

### A Question of Costs

In any machine there are two prime costs, the manufacturing cost and the selling cost. By practical study and factory efficiency, the manufacturer has done a great deal to reduce the manufacturing cost of the implements he produces, and at the same time has greatly improved the quality and increased the usefulness of these implements when in the hands of the ultimate consumer.

But while productive cost has been reduced, this has been offset to a very great degree by the increase in the sales cost of the implements. There are many factors which go to increase selling expense, far beyond those usually blamed by the farmer, who considers that the cost of the implement is increased purely by its progression from manufacturer to wholesaler to retailer.

One of the many things that go to increase selling cost are the special machines and tools that the manufacturer has been forced to build through the efforts of his own salesmen who are desirous of having something different to offer to the trade, and thus, in their minds, increase the volume of the sales, or through some expert to the factory who believes that some change, not to increase the usefulness of the implement or vehicle, but to show something different from his competitor, or through a fancied idea of the manufacturer, that because some competitor has added materially to his variety, he must do likewise.

Furthermore, it must not be forgotten that some dealers make efforts to influence the salesman to have something special put upon the market so that he, the dealer, may have something different to offer his customers. The salesman, in turn, influences the home office, which, in turn, acts upon its manufacturing officials, in the end too often bringing upon the market machinery of a specific type but of a great variety of sizes and attachments; and possibly special machines which have actually little to justify their existence.

With the growth of this process of complicating production, it becomes almost impossible to have sufficient capital to carry the load. The manufacturer first is called upon for a greatly increased stock, the jobber comes next with his added burden of increased stocks, and at the end of the cycle the man who finds capital most difficult to procure—the dealer—who must also help to carry the additional burden imposed by a unnecessary variety of types and styles of the same machine.





JOHN ROBERTSON

John Robertson, who has been connected with the Winnipeg branch of the Sawyer-Massey Company for a number of years, was recently placed in charge of that branch of the well-known engine and thresher organization. Mr. Robertson is so well known to the majority of our readers that an introduction is superfluous. While young in years, he is one of the best known threshing machine men in Manitoba, and we are sure that both implement dealers and users of threshing machinery having business with the Winnipeg branch will receive prompt and courteous consideration and attention.

When we called upon Mr. Robertson recently at the Winnipeg headquarters, we found him busy as a beaver, organizing and planning for a record-breaking sales season for his company in this province. He stated that the Winnipeg branch is carrying, as in previous years, a full stock of Sawyer-Massey machines and repairs, and that prospects were never brighter for exceptionally heavy sales during 1916. We proffer our best wishes to Mr. Robertson in his new position as branch manager, and feel sure that with his singular qualifications for the post he will prove to be the right man in the right place.

### The Life of Machinery

Some interesting data regarding the life of farm implements and machinery has been produced in a Bulletin by the U.S. Dept. of Agriculture. It was found that the cost per acre covered is the real measure of the value of the service given by an implement, and that, on the average, the more acres covered per year the more profitable it is to the farmer.

In the territory surveyed, in New York State, it was found that a mower that covers but 14

acres per year cost its owner 36 cents per acre, while a mower that covers 53 acres annually cost only 10 cents per acre cut. The walking plow shows the longest life in days of service; 224 days out of a total life of twelve years, while the two-row corn planter shows the shortest life. The cost of the walking plow was less than 10 cents per acre plowed, mostly for repairs. Whether due to negligence in the care of implements, or faulty construction, the life of many implements seems to be very brief.

### The Tractor you Sell

One of the important things for the dealer to consider after first determining that he is going to sell tractors is to select one that is backed by the reputation of successful manufacturers. He cannot afford to experiment, but should select with discretion and care, for as the tractor satisfies his trade, stands up and does the severe work which will devolve upon it, so will his business grow or fail, so will his profits increase or diminish.

First of all, the motor must be a self-contained unit, strong and reliable enough to deliver its rated power continuously. Its fuel feed, oiling and ignition devices must be absolutely reliable, and standard in all respects, yet as simple as possible. A high speed, light weight, racing machine is not desirable, neither is a low speed, stationary type of engine apt to be a success. A motor especially designed for the work in hand, as to speed, weight, number of cylinders, and fuel to be used, will give the best results.

### Where Efficiency Tells

When you consider the number of people who go into the implement business every year without previous business education or experience; when you figure up the number who have no capital, or the many others insufficiently financed; when all surrounding circumstances are taken into consideration, the number of yearly changes among implement dealers becomes justified and such changes are merely an indication that conditions are surely and gradually being improved through the natural law—"a survival of the fittest." The business mortality among real implement dealers is not great.

An abiding faith in the implement business and in the theory that conditions will continue to improve is justified. The opportunities of the real merchant are

greater to-day in the implement field than ever before in the history of merchandising in this country. On the contrary, the pathway of the imitation merchant, the inefficient man who does not measure up to the standards here suggested, is thorny—and growing more so all the time.

### The Black Sheep

In every line of life we find black sheep. We find them in the manufacturing, wholesale and retail lines, we find them in every class and in every commercial pursuit. Who then are the black sheep? Simply men jealous of their competitors; men starvily hungry for business—who will stop at nothing to get a sale. The honest, upright concern must always suffer from the black sheep to a greater or lesser degree.

He may be a dealer poaching in another man's territory and cutting prices; he may be a jobber selling at retail; he may be a manufacturer prating of how he protects the retail dealer while selling goods to mail order and direct selling concerns. Whatever he is, whoever he is, he is only a poor little shrunken-souled imitation salesman. Whether an individual or a firm the black sheep is not big enough to hold down the job. He has a contorted vision of elementary honesty; an entirely erroneous conception of what constitutes an honorable business agreement. In the end his double dealing carries its own reward.

### Credit Value

Good credit in the markets of the world enables the dealer to add to his ability to do business. It gives him the use of enlarged capital, thus enabling him to carry a more complete stock, increase his sales and magnify his profits. A dealer's capital is the sum of his net available resources plus his credit. The giver of credit is a contributor of capital, and becomes in a certain sense, a partner of the debtor.

### The Cost Increases

Those who have studied the question of cost accounting know that every month which elapses after the goods have been received by the purchaser must, of necessity, add to the cost of the goods to the retail dealer. If shorter terms would be adopted, and at the present it seems that everything points that way, there is no doubt that a lowering in price of the goods would result.

### Personal

E. R. Kay is a new harness dealer at Eston.

G. K. Marshall is a new manufacturers' agent at Winnipeg.

J. H. Klein is a new dealer in the implement line at Estuary.

E. M. Fleury is a new harness dealer located at Indian Head.

H. P. Johnson has opened a new implement stand at Scotsguard.

J. T. Hatton has opened a new implement warehouse at Alsask.

R. J. Ryan is the latest addition to the implement fraternity at Plato.

John Lamont, Lauder, has sold out his implement stand to A. M. Clement.

John H. Pope has discontinued his implement business at McTaggart.

W. J. Shepherd has discontinued his implement business at Whitewood.

A. E. Heugham has sold out his business store at Truax to Mike Schwitzer.

The G. F. Campbell Co. is a new firm of manufacturers agents in Winnipeg.

Harrison Gowling has commenced a new implement business at Chamberlain.

A new implement concern at Rush Lake is known as the Farmers' Dealers Ltd.

Beam & Diemert, hardware and implement dealers at Pangman, have dissolved partnership.

The implement stock of J. F. Walker, Portage la Prairie, is advertised for sale by auction.

It is reported that James Perdue intends selling out his implement interests at Semans.

J. R. McKenzie recently suffered considerable fire loss in his implement business at Milestone.

The hardware and implement effects of the M. J. Souply estate at Aylesbury are offered for sale.

C. G. Rebstock & Son, hardware and implement dealers at Halbrite, are removing to Verwood.

McAuley & Rorke, implement dealers at Lang, have discontinued operations at that western point.

T. O. Green, a harness and implement dealer, is the latest addition to the business side of Richlea.

Beischel Bros. & Schoenleben, auto agents at Weyburn, have dissolved partnership. Beischel Bros. continue.

Wood & Wylie, harness and implement dealers at Frobisher, have dissolved partnership. J. T. Wood continues.



S. A. Arbuckle has bought out the implement business at Neepawa formerly carried on by G. Plunkett.

H. Mitchell & W. G. Simmonds, two implement dealers at Macoun, have discontinued operations at that point.

The Forget Implement Co. have bought out the hardware stock formerly carried in that town by Sarah E. Dahlquist.

John H. Gray, the hardware and implement dealer at Viceroy, now carries on the concern under the heading of Gray Bros.

The firm of Hope & Jones, Yellow Grass, has been reorganized and now do business under the name of Hope & Pogan.

T. E. Baldwin has taken a partner into his implement business at Milestone, the firm's name now being Renwick & Baldwin.

McGarvey & Hughes is the name of a new implement and harness concern who recently commenced operations at Wiseton.

McBride & Battel, implement dealers at Caron, have dissolved partnership. In the future Z. Battel will carry on the business alone.

Killgren & Setner are a couple of implement men who have hung

out their shingle in Eston. We wish them success in their venture.

H. L. McCrae, Carberry, has taken the agency for the International line, and will use the Aikenhead warehouse in that town.

We regret to note that A. M. West, the implement dealer at Hughenden, recently suffered considerable loss through fire on his premises.

Crame & Kenner, implement dealers at Melita, have dissolved partnership. In the future J. H. Kenner will have sole control of the business.

F. B. Noble, a harness and implement dealer at Tompkins, has sold out his harness lines to Asher Whipps, which is an excellent name for a harness salesman.

It is reported that Hespeth & Co. have bought out the hardware and implement business at Cupar, formerly carried on by the Meldrum, Ellis & Shepherd Co.

Somerville & Underhill is the name of a new garage and repair concern at Hartney. In the same town, A. Treleaven, implement dealer, has sold out to L. Gillies.

J. A. Loepky, Herbert, looked in upon us during Winnipeg Bon-

spiel. Mr. Loepky carries on a branch business at Shaunavon and is an implement dealer of long experience.

T. & A. J. Sandell, harness merchants at Virden, have dissolved partnership. A. J. Sandell will in the future have sole control of the business at Virden and T. Sandell at Oak Lake.

A. R. Tudhope, Calgary, has taken over the Massey-Harris agency at Gleichen. He has opened for business in the old Hunter stand on Fifth Avenue in that Alberta town.

E. A. Stout, Austin, has taken over the International Harvester agency at Gladstone, and has located at that point. This business was formerly controlled by Alex Anderson.

Fred Wright, formerly connected with the Moline Plow Company, has joined the sales force of the Emerson-Brantingham Implement Company and will represent them in Canada.

H. H. Young, the implement dealer at Macleod, has opened new showrooms opposite the Union Bank in that town, and has a very attractive display of the line which he represents.

Graham & Bilton have bought out the implement business at Melita, formerly owned by J. H. Pollock, while in the same center. R. N. Wyatt has commenced a garage and auto repair business.

S. H. Roe, Calgary, our ever genial friend, was a recent visitor to Winnipeg on his way west from Chicago. Mr. Roe called upon the Tudhope-Anderson Co., whose goods he handles in Calgary.

We recently had the pleasure of a visit from James McEwen, the popular implement dealer at Togo. Mr. McEwen reports the past year's business as very satisfactory, and looks forward to a busy season this year.

A. C. Digney is going to catch the trade two ways at Beatty. He has bought out the implement business formerly owned by Knight & Clark, and also the blacksmiths shop previously carried on by Joseph Elsner.

C. J. Brittain, manager of the Fairbanks-Morse Co., Winnipeg, recently returned from an extensive business trip, which took in the principal East Canadian cities, and the leading cities in the eastern and middle western states.

Our old friend, C. R. Gough, Francis, looked in upon us while in the city recently. Mr. Gough is a very enthusiastic member of the Saskatchewan Dealers' Association, and is of the opinion that it is going to be a very influential

factor in the retail implement trade in that province. It is up to every Saskatchewan dealer to get in line and link up with the association.

Hugh Rorison, Moose Jaw, president of the Saskatchewan Retail Implement Dealers' Association, was a visitor to Winnipeg during the Bonspiel. Wonder whether he was rooting for Gillespie's rock pushers while in the city?

Our old friend, Dan Sutherland, Massey-Harris agent at Foxwarren, visited us during Winnipeg Bonspiel. The years lie lightly on Dan, and he is as optimistic as of yore. This spring he is going to make things stir with that No. 11 drill.

The Hon. Col. Harry Cockshutt, president of the Cockshutt Plow Co., Brantford, Ont., has received authorization from Sir Sam Hughes to raise and command the 215th battalion for overseas service. This unit will be recruited from Brant Country, Ont.

H. E. Meilicke, the popular implementarian at Saskatoon, attended the convention of the Retail Lumbermen's Association held during Winnipeg Bonspiel. Mr. Meilicke is vice-president of the Saskatchewan Retail Implement Dealers' Association.

The Board of Trade at Neepawa held a meeting recently to consider the question of locating the Jackson Sheaf Loader plant in that town. The citizens are strong in their desire to have this machine made locally so as to encourage manufacturing at that point.

E. B. Sawyer, president of the Cushman Motor Works, Lincoln, Neb., was recently elected president of the Queen Incubator Co. of that city. The Cushman Motor Works of Canada handle this incubator, which is reasonable in price and is stated to give remarkable results.

G. W. Mathieson, the well-known implement dealer at Craik, called upon us during Winnipeg Bonspiel. Mr. Mathieson believes that competition is the life of trade, and says that the dealer who buys right can compete with any co-operative selling scheme on the commercial map.

J. H. Colville, vice-president and general manager of the Empire Cream Separator Co., Bloomfield, N.J., is at present on a business visit to Western Canada. Visiting the Winnipeg branch of the company, Mr. Coleman is very favorably impressed with the business outlook in Western Canada for 1916.

Lieut. R. H. Foulds, one of the

(Continued on Page 16)



### IS A GOOD PROFIT LINE

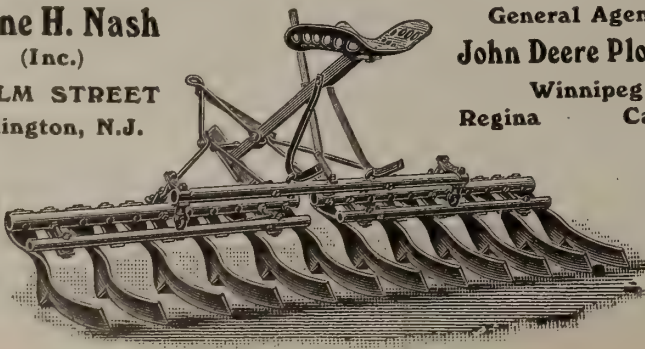
You will profit liberally by co-operating in our selling plan. A number of best territories are open. We are the only manufacturers of genuine "Acme" Harrows, already well known to your customers. "Acme" quality, "Acme" reputation, and our strong advertising campaign in your territory, will help you. Your customers will surely want "Acme" Harrows.

Apply at once for the "Acme" agency for your locality.

**Duane H. Nash**  
(Inc.)

10 ELM STREET  
Millington, N.J.

General Agents:  
**John Deere Plow Co.**  
Winnipeg  
Regina Calgary



No. 23—  
One of the  
many  
"Acme"  
styles

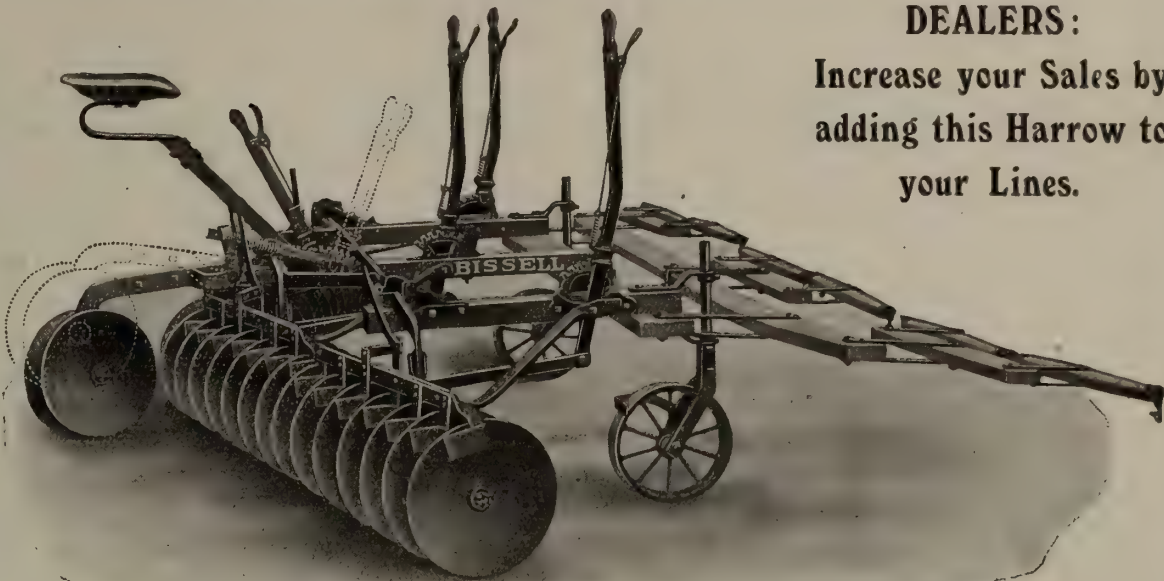


# SELL THE LINE OF QUALITY

## THE UP-TO-DATE LINE

It is flexible; the Disk Gangs are in four sections; no centre strip left uncut; one man and six horses do the work of two men and eight horses on an 8 foot harrow.

Points of draft are separated well apart, which overcomes swinging or rocking motion on rough ground. It is a staunch, strong and durable harrow.



The 28x16 Bissell Disk Harrow, with Fore Trucks and Centre Attachment

**DEALERS:**  
Increase your Sales by  
adding this Harrow to  
your Lines.

Carrier flanges can be added to limit cutting depth on summer fallow and surface disking.  
**WRITE FOR CATALOG.**

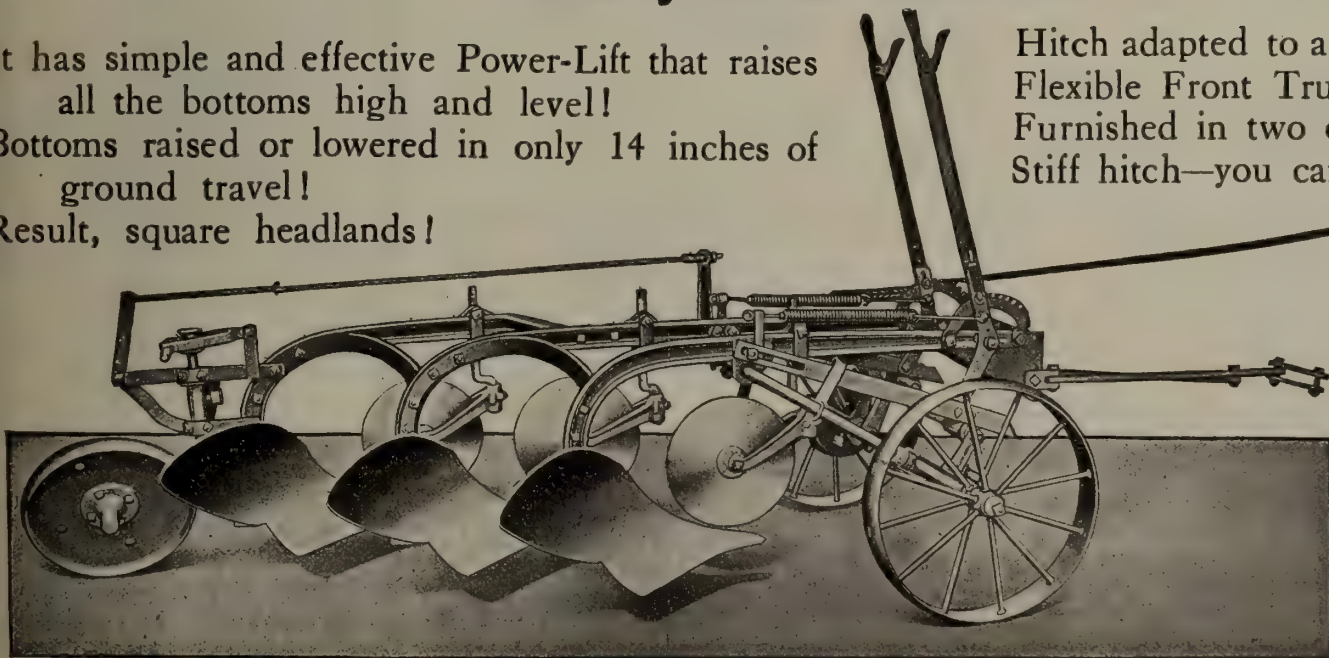
## A REAL ONE-MAN TRACTOR PLOW

For Which There are Many Prospects in Your Community—  
And Easier to Operate than Falling Off a Log

**Easily Sold—Because:**

It has simple and effective Power-Lift that raises  
all the bottoms high and level!  
Bottoms raised or lowered in only 14 inches of  
ground travel!  
Result, square headlands!

Hitch adapted to any style of Tractor!  
Flexible Front Truck!  
Furnished in two or three bottoms!  
Stiff hitch—you can back this plow!



Equipped  
with  
John Deere  
Quick  
Detachable  
Share

The John Deere Pony Tractor No. 3. Pull the rope to lift, pull again to drop. (Illustrates High and Level Lift)

# John Deere Plow Co., Limited

Winnipeg Regina Saskatoon Calgary Lethbridge Edmonton



Cockshutt Plow Co.'s staff, has joined the 183rd Battalion. Lieut. Foulds has been identified with the Cockshutt organization since 1906, and since 1911 has been connected with the Regina branch of the company. He is an Englishman, and went through the South African War with the Imperial Yeomanry, carrying the Queen's South African medal with four bars.

In our February issue we reported that Borton Bos., of Lougheed, were burned out and that full insurance was carried. Our source of information was incorrect, as O. G. Borton assures us that a loss of \$6,000 was suffered on stock with not a cent of insurance carried. The building was, however, covered to the extent of \$3,000. We are sorry to hear of this financial loss to the firm.

The firm of Hutchon & McClelland, machine agents, Rosetown, inform us that they have purchased the retail implement business in Rosetown, formerly conducted by D. R. McCrimmon. Hutchon & McClelland will carry the well-known Massey-Harris line, also steam, gas and oil tractors and threshing machinery. They will also do a general insurance business in life, fire, hail, automobile and other lines.

### The Cushman Catalogues

Yearly the production of artistic and finely gotten-up catalogs in the implement and machine business increases. So excellent is the typographical work in some of those publications that comparison is invidious. Yet two of the most finished catalogs which we have seen for some considerable time have recently been issued by the Cushman Motor Works, Lincoln, Neb. A remarkable series of fine illustrations show the great adaptability of the Cushman engines for all kinds of farm work. We believe that those interesting catalogs can be procured by writing the Cushman Motor Works of Canada, 289 Princess Street, Winnipeg.

### Gray-Campbell, Ltd., Hold Meeting

Gray-Campbell, Ltd., Moose Jaw, recently held their annual meeting at that city. Robert Gray, pres. and general manager of William Gray Sons, Campbell, Chatham, Ont., came west to attend the meeting, accompanied by Manson Campbell, vice president, and L. L. Smith, formerly manager of the Montreal branch of the firm. Mr. Smith was recently appointed manager for Gray-

Campbell, Ltd., with headquarters at Moose Jaw. J. P. Byers, of the Dort automobile factory, Flint, Mich., accompanied the party.

While west, Mr. Gray organized the selling territory in the prairie provinces for the Gray-Dort automobile, which will be manufactured at the William Gray Sons, Campbell plant at Chatham. The Dort cars have had a phenomenal success since their first appearance in the United States some two years ago, and this success is likely to be duplicated by the Gray-Dort car in Canadian territory. The Gray-Dort is a 30 h.p. car of reasonable price with all the latest improvements, and is reported to have shown under tests wonderful capacities of power, speed and endurance.

It is reported that the William Gray Sons, Campbell plant at Chatham will be enlarged so as to turn out at 5,000 Gray-Dort cars annually. It is assuredly a sign of the times when we find many of Canada's oldest vehicle concerns branching into the production of engine driven vehicles.

Don't cuss your luck when the books don't balance—it's barely possible that you yourself are to blame!

### Sawyer-Massey Hanger

We are in receipt of an exceptionally fine calendar-hanger issued by the Sawyer-Massey Company, Hamilton, Ont. In fine color work, a typical Dutch milkmaid is shown with her yoke and pails, while the Sawyer-Massey steam gas tractors and separators are finely illustrated in their natural colors. The calendar is most artistically conceived, and reflects credit to the advertising department of this well-known company.

### U.S. Prison Twine Prices

While Canada has no interest in prison binder twine quotations the first twine prices for 1916, issued by the Kansas State prison plant, show the effect of the high price of sisal fibre. The above prison plant produces only sisal twine. Its quotations are:

To consumers in small lots, 10 cts.

To dealers and farmers' associations, less than carload lots, 9½ cts.

To dealers and farmers' associations, carload lots, 9¼ cts.

Terms are cash with order. Last year the prices on the three quotations were :8 cents, 7 cents and 6¾ cents. Allowing only 50 cents a day per employe for labor, the above prices are 1¾ cents higher than the first prices announced in 1915 by manufacturers employing free labor.

### Store Sense

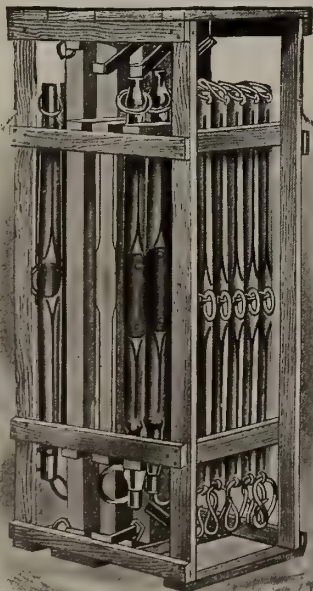
Don't be too eager to take profits out of the business and invest them in something that will pay a good deal smaller return than the money would have paid if left in the business.

Confine your capital to your own business; keep that business within your capital.

Be more interested in the profit you make on sales than in the number of sales you make. It is better to make 10 per cent on an article than 5 per cent on two like articles, because it takes less money to do the business.

## ACKLAND'S SPRING SPECIALTIES

Money Makers for the Dealer. Thoroughly Seasoned Stock, machined, ironed and finished in our own Factory



Ironed Wagon Singletrees, Eveners and Neckyokes in crates. Six complete sets in each crate. Made from select materials; painted, striped, varnished

### Bolted and Fitted Duplicate Plow Shares

Each Share an exact duplicate. Warranted to fit as well as the original. Over six hundred different patterns.

Complete Ironed Poles. Substantially made; finely finished. Either single or double bend. Fine equipment. Easy sellers for the dealer. We carry a full line of Implement Specialties.



Write for our latest Implement Supply Catalogue Investigate our Quality Goods. It will pay you

THE  
BEST  
PLACE

**D. Ackland & Son, Limited**

Calgary  
Edmonton



65-68 Higgins Ave.  
Winnipeg

THE  
BEST  
GOODS

**STOVEL**  
LIMITED

ACID-BLAST PROCESS

WINNIPEG  
PHONE  
G 1600

FOR BEST CUTS

**ENGRAVERS**



### Ohio Dealers Adopt Terms Contract

At an organization meeting of dealers in Ohio it was unanimously adopted that settlement by cash or note must be obtained upon delivery. The settlements are to be made as follows:

May 1—Plows, harrows, rollers, crushers and drills, to be settled by cash or note drawing 6 per cent

interest from May 1. Time limited to Nov. 1.

June 1—Planters, cultivators, weeder, to be settled for by cash or note drawing 6 per cent interest from June 1. Time limited to Nov. 1.

Aug 1—Teddies, rakes, hay loaders and stackers to be settled for by cash or note drawing 6 per cent interest from Aug. 1. Time limited to Nov. 1.

Sept. 1—Binders and mowers to be settled for by cash or note drawing 6 per cent interest from Sept. 1. Binders when sold on two payments to be \$5.00 advance in price, and mowers when sold on two payments to be \$2.00 advance in price on cash sales.

Oct. 1—Corn binders, drills, ensilage cutters, harrows, rollers, reapers, plows, when sold in the fall to be settled for by cash or

note drawing 6 per cent interest from Oct. 1. Time limited to Jan. 1.

Buggies, wagons, spreaders, gasoline engines, cream separators, wire fence, etc., to be settled for by cash or note drawing 6 per cent interest from date of delivery. Time limited to 6 months from delivery. Binder twine net Sept. 1.

Don't take orders—sell goods!

## CUSHMAN Light Weight Engines

### FOR ALL FARM WORK

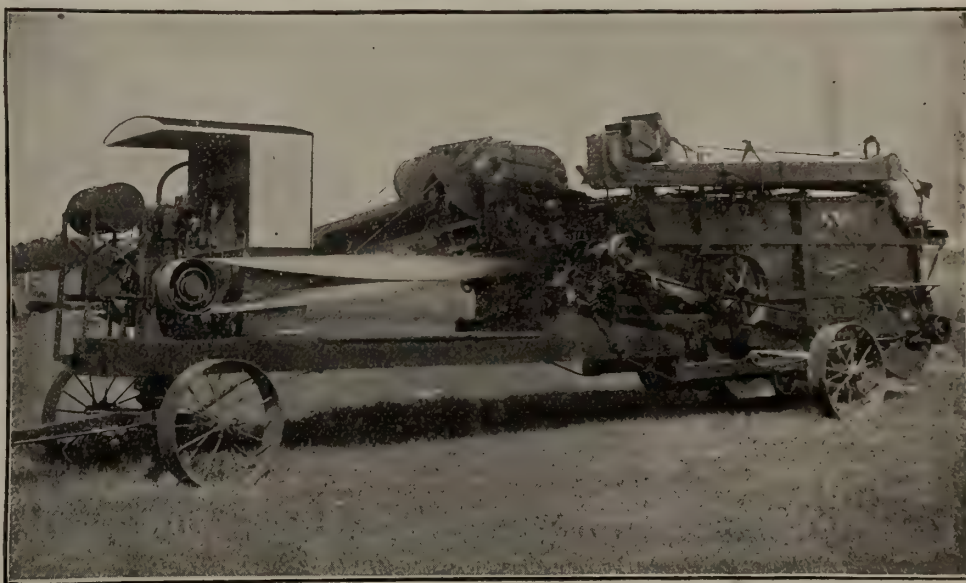
### 4 to 20-H.P.

Cushman 4-Cycle Engines are built to run without trouble and to do things no other engines will do. They represent a great advantage over ordinary stationary engines, in vertical balanced design, material and workmanship. Highly efficient because of light weight, higher speed, reduced friction and lower operating cost.

Cushman Engines are the lightest weight farm engines in the world, yet they are even more steady running, quiet and dependable than most heavy engines, because of Throttle Governor, perfect balance and almost no friction nor vibration.

Direct water circulating pump, preventing over-heating, even on all-day run. May be run at any speed desired; speed changed while running. Enclosed Crank Case, gears running in bath of oil. Equipped with Schebler Carburetor and Friction Clutch Pulley. Mounted on Truck or Skid as preferred.

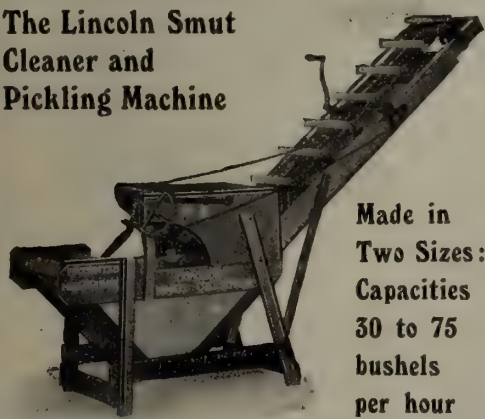
Because of very steady speed, the Cushman makes the best power sold for Cream Separators or Milking Machine, or for electric lighting outfits.



**Cushman Combination Thresher Outfits**

8 h.p. with Straw Carrier and Hand Feeder. 20 h.p. with Wind Stackers and Self Feeder  
15 h.p. with Wind Stackers and Hand Feeder. Equipped with the famous Cushman 2-Cylinder Engines

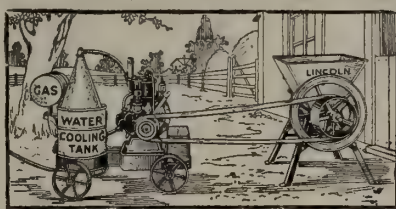
### The Lincoln Smut Cleaner and Pickling Machine



Made in  
Two Sizes:  
Capacities  
30 to 75  
bushels  
per hour

Sold on a positive guarantee to prevent smut. The Lincoln separates smut balls, wild oats, king heads and all light seeds from wheat, also wild oats and all light seed from barley. Automatic skimmer is an exclusive feature. Grain is thoroughly pickled, dried and elevated into wagon box. Strong, rustless solution tanks. Get our prices on these machines. You can sell them.

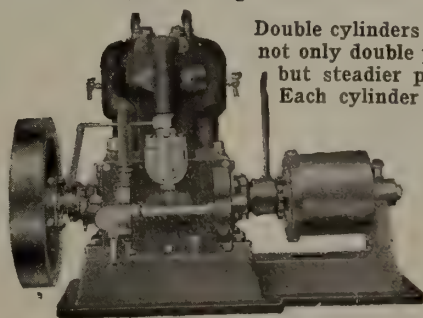
### 4 H.P. Saves a Team on the Binder



The 4 H.P. Cushman is the one practical Binder Engine. Its light weight and steady power permit it to be attached to rear of Binder.

With a Cushman your customers can cut from 8 to 10 acres more and with fewer horses. If in heavy or tangled grain, and the sickle chokes, all they need to do is to stop the team; the engine clears the sickle. Binder runs the same, whether horses go fast or slow or stop. Binder will wear several years longer, as it is not jerked faster and slower by the horses. Attachments furnished for any binder.

8 H.P. Weight 320 Lbs.

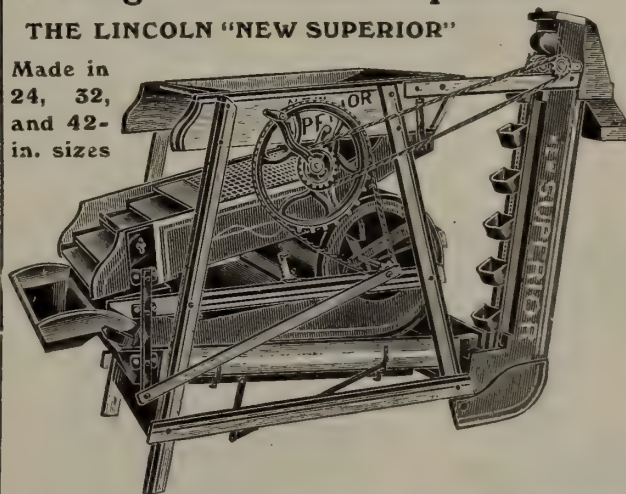


Double cylinders mean not only double power but steadier power. Each cylinder same

### King of Wild Oat Separators

THE LINCOLN "NEW SUPERIOR"

Made in  
24, 32,  
and 42-  
in. sizes



Supplied with or without bagger. Power attachment for gasoline engine if desired. The Lincoln has patented open and blank space sieves and positively separates every wild oat seed. Adjustable wind boards give perfect control of blast. Cleans any kind of grain and is exceptionally easy to operate. All wheat and barley gangs of high-grade zinc. Strongly built and bolted throughout.

bore and stroke as in 4 h.p. throttle governed; equipped with Schebler carburetor and friction clutch pulley.

THE 8 H.P. CUSHMAN is a splendid, powerful engine for heavier work than 4 h.p. can handle, such as heavy grinding, small threshers, etc., or for any power from 3 to 9 h.p. Let us tell you why it is a money-maker for dealers.

**Dealers: Increase your Profits by Handling the Lincoln Line. Write for Full Particulars and Literature.**

## CUSHMAN MOTOR WORKS OF CANADA, LIMITED

289 Princess Street, Winnipeg, Man. Distributing Warehouses: Toronto, Ont. and London, Ont.

Builders of High Grade, Light Weight, High Power Engines for General Purpose Farm Work

Exclusive Selling Agents for: Fanning Mills—Smut and Pickling Machines—Vacuum Washing Machines—Lincoln Grinders—Lincoln Saws—Incubators—Universal Hoists—Portable Grain Elevators—Wagner Hardware Specialties—Mountaineer and Little Giant Neck Yoke Centres



### The Sisal Twine Situation

(Continued from Page 10)

sum of \$1,000,000, or a 100 per cent dividend on the capital of the corporation.

#### Cost of this Monopoly to the Farmer

The review of what has happened in the sisal market shows that any increase in the price of binder twine for 1916 is not to be placed at the door of the American manufacturers. It is not due to a shortage in the supply of sisal, because the production for 1915 was the largest on record. It is due entirely to the fact that the supply of sisal has been cornered in the manner above described, and that it is now impossible for American manufacturers to secure their requirements from any other source.

The extent to which the Regulating Committee can tax the farmers of the United States and Canada appears when it is stated that every cent added to the price of binder twine means an added cost to them of more than \$2,500,000.

#### Protests from Farmers and Dealers

This situation has called forth a storm of protest from American farmers' organizations and retail implement dealers' associations. The Department of Justice has been appealed to, to protect the consumers of binder twine from the exactions of this monopoly and to restore to them the benefits of competitive buying, which they have previously enjoyed.

Resolutions have been introduced in both the American Senate and the House of Representatives asking for the appoint-

ment of Congressional Committees for the purpose of investigating the sisal trust. The Senate resolution was offered by Senator McCumber of North Dakota. The resolution offered in the House of Representatives by Representative Cox of Indiana on January 15 calls for a special committee of five members to investigate "the sisal fiber trust of Yucatan."

#### The Cox Resolution

This resolution outlines the merciless trust formed by this Regulating Committee, showing how it absolutely controls and dominates the supply and price of the fiber. From the sowing of the plants to the sale of the product it has complete control, and by the assistance of the United States capitalists will continue to do so preventing competition from breaking into the business. If said trust is permitted to operate financed by American capital until such time as manila fiber is ample for both rope and twine needs and the price thereof reduced, this sisal monopoly will be able to exact any price it sees fit from the American farmer, who is forced to depend upon sisal twine for the major portion of his requirements. On these grounds the resolution calls, as stated above, for a select committee of five to inquire into the sisal fiber trust of Yucatan.

Notwithstanding the gossip concerning Henry Ford's peace mission, he still is a hero in the minds of an Atchison, Kansas, couple, Mr. and Mrs. Orville Carr. A son was born to them recently and he was promptly named Ford Carr.

### Metal Roofing Qualities

There are some splendid and absolutely sound arguments in favor of sheet metal as a building material that apply but slightly, if at all, to its substitutes. A building roofed with sheet metal is seldom if ever damaged by lightning. Any of the metal forms of roofing are excellent conductors of electricity and the roof may be electrically connected with metal downspouts and these further connected by rods to permanently damp soil, thus making the entire building absolutely immune to this kind of damage. Metal roofs are impervious to brands and sparks from burning buildings, and will even serve to some extent to smother a fire of internal origin. Fire, lightning, hail, and snow are defied by a well-constructed metal roof, and if its material is of good quality, it will remain absolutely watertight for a very long period.

#### Increase in Oil Refining

According to the U.S. Bureau of Census, the value of the petroleum refining industry in that country increased 67.2 per cent between 1909 and 1914. The total cost of crude petroleum increased 64 per cent between these years. Gasoline and naphthas increased from 10,806,550 barrels in 1909 to 29,200,764 barrels in 1914, an increase in value of \$82,147,348. The total gasoline production in the above period amounted to 1,235,578,250 gallons.

#### A Reasonable Viewpoint

A prominent farm journal in the United States, the "Twentieth Century Farmer," has the following to say regarding the retail implement business:

"The up-to-date implement dealer of to-day is, or should be, a different kind of man than was the implement man of twenty or thirty years ago. It appeals to us that he should be more of a merchant; that is, he should buy outright the machines he sells and not just handle them on a commission basis.

"Our farmers are nearly all well

enough established so that their note is good at the home bank; this being the case, the business should be on a cash basis. If the farmer will pay cash the dealer can pay cash and the manufacturer buy his raw material for cash at a less price than he can on time, and consequently put the machine on the market for much less money than he could on the general time basis."

#### A New Cultivator

The P. & O. Co. Canton, Ill., have developed a new cultivator which is known as the "Wiggle-tail." According to reports this cultivator is exceptionally easy to operate. The tongue is pivoted on the front end of the frame and is also pivoted on the arch.

When the rear end of the tongue is moved sideways by the shifting the seat, the same movement angles the frame to right or left, and at the same time the arch, which in turn moves the gangs to right or left. By the arch being pivoted to the tongue, the gangs are always kept in a parallel position and have an ample range of side swing. The gangs are adjustable in or out on the arch.

Regardless of the width of gangs, the arch is braced to the frame in the center line of the gangs, which ensures a rigid arch. The levers for regulating the depth of the gangs are within handy reach of the operator, and are provided with balance springs to facilitate raising and lowering.

#### A Little Logic

Dr. Woods Hutchison says that one way to avoid grippe is to avoid sneezing. Sure! One way to avoid dying is keep on breathing.

A man in Saskatchewan pawned his wooden leg to raise money with which to come to the annual Bonspiel in Winnipeg. This shows clearly the advantage of having a wooden leg during times of financial stress.

Keep an up-to-date prospect file.



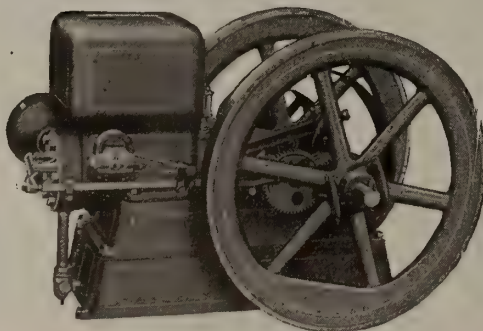
Little  
Jumbo  
Feed  
Mills

Very large capacity, easily driven. Grind from 10 to 30 bus. per hour. Can't choke; handle all feeds equally well. Get prices on these mills.

## BE A JUMBO DEALER!

### It Means Repeat Orders

JUMBO Gasoline Engines will give your customers cheap and reliable power. Made in 1 3/4, 2 1/2, 4 1/2 and 6 H.P. Develop more power on less fuel than any engine of the same price. Simple to operate; fool-proof in design. On skids, strong iron sub-base or trucks. Battery or magneto ignition. Ask for our offer to dealers right away. Full particulars gladly given.



Manufactured by Nelson Brothers Company Saginaw, Mich., U.S.A.

Tudhope-Anderson Co. Limited

Winnipeg Regina Saskatoon Calgary



## Mr. Dealer

### Cater Can Sell You

Wood or Iron Pumps cheaper than any one in the West.

Get His Prices Before You Order  
Brandon Pump & Windmill Works

Brandon Man.





# The "Jumbo"

A PERFECT  
PLOW ATTACHMENT

LAND PACKER

The First and Best  
Soil Packer on the  
Market



## The "Jumbo" Land Packer Pays

a bigger percentage of profit than any other Farm Machinery you handle. Low in price but 100 per cent efficient. Every farmer knows the value of a land packer, and this is the BEST.

WRITE FOR DEALERS PRICES AND PROTECTED RETAIL PRICE

**WINNIPEG STEEL GRANARY AND CONVEYOR CO. LIMITED**

P.O. Box 3054

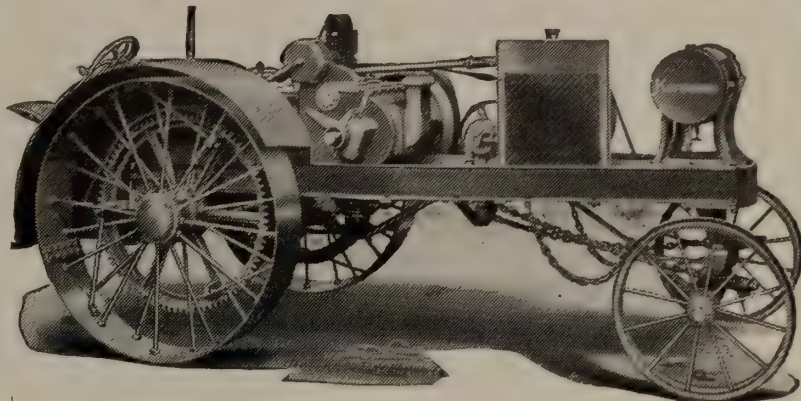
WINNIPEG, MAN.

Factories and Warehouses at

WINNIPEG and REGINA

WRITE FOR PRICES ON "FOX" GRAIN PICKLERS

## Sell Waterloo Boy Tractors The Best One-man Tractor Made



### Investigation will Convince You

WATERLOO BOY Tractors in excellence of design, quality and efficiency as general-purpose, one-man tractors, outclass any so-called one-man tractor on the market. Their simplicity, durability and power make them the ideal machine for you to sell. The volume of tractor sales is largely determined by how well the tractor satisfies the farmer. Repeat orders come to the man who sells the Waterloo Boy.

#### Ask for our Agency Proposition

Our big sales commission, the high quality of our tractor, its abundance of power and mechanical perfection make the Waterloo Boy an unqualified business-getter. Write at once.

We handle—Grain Grinders, Wood and Pole Saws, Electric Lighting Machinery, Washing Machines, Grain Elevators, Small Threshers, etc. Get our prices.

#### Saskatchewan Representative

M. G. WALKER, Kitchener Hotel, REGINA

### Gasoline Engine & Supply Co. Ltd.

104 Princess Street, Winnipeg, Man.

## The Christiansen Boss Wood Harrow

26 Feet Wide--150 Teeth



### A LINE THAT WILL MAKE MONEY FOR YOU

The Christiansen is the last word in drag harrows. Note the strong, riveted teeth of diamond-shaped steel. Each tooth set in square machined hole. Bars cannot split—teeth never loosen. Cutting edges of teeth in line of draft. Wood stock is select green cut oak—superior to the ordinary make of harrow. Strong, malleable low-down clevis. This is a harrow you can sell in your district. Its design, strength and durable qualities appeal to every farmer.



The Christiansen Plow Packer—one of a line of Perfect Plow Attachments.

#### DON'T SELL DRY-AXLED PACKERS

Our 1916 model packer for plows is still further improved. It is always lubricated, fits any plow and can be weighted to suit surface or sub-surface wheels. Our harrow plow attachments always please. Everyone sold on a thorough guarantee. Our special slant tooth weeder harrows are winners. Work with regular harrow draw bars, and are a perfect weed eradicator.

WRITE TO-DAY FOR PRICES AND FULL PARTICULARS OF THE CHRISTIANSEN LINE.

## THE CHRISTIANSEN HARROW WORKS

331 Austin Street

Winnipeg, Man.

## A Pickler of Perfect Action The "FOX" AUTOMATIC The One Man GRAIN PICKLER

Unequaled  
Capacity.

Rigid  
All-Steel  
Construction.

Treats Grain  
Perfectly.

Absolutely  
Kills all  
Smut.



Sectional View of the "Fox," showing the design of mixing cones.

Exclusive  
Design.

Long Life.

Reasonable  
in Price.

The Surest,  
Quickest,  
Cheapest  
way to treat  
Seed Grain.

### DEALERS: HERE'S YOUR OPPORTUNITY

Look at those mixing cones! Note the superiority over a plain hopper. The "Fox," with its 8-inch mixing spout, turns the grain completely over FOUR TIMES. Perfect soaking in solution is the result. The strongest pickler ever sold. Hopper, tank, mixing cones and spout are of 24 gauge galvanized iron. Frame of 1/2-inch steel tubing, well braced.

Have one on your floor. It sells on sight. Beats all competition in the pickler trade. Exclusive territory arranged. Special prices on dealers' shipments.

WRITE, PHONE OR WIRE AT ONCE.

## W. J. BELL

661 Hochelaga St., W.

MOOSE JAW, Sask.



### The Growth of the Auto Industry

Alfred Reeves, manager of the National Automobile Chamber of Commerce, New York City, is authority for the following remarkable figures regarding the automobile industry. While the figures refer to the United States they have, obviously, a bearing on Canada, since so many U.S. cars are used in this country.

The motor car production for 1916 will exceed 1,200,000.

On the basis that any person with an income of \$1,200 may own a car there is market for automobiles to the number of 5,000,000.

Motor vehicles sold in 1915 numbered 892,618.

Retail value of cars and trucks sold in 1915, \$691,778,950.

Passenger cars sold in 1915, 842,249.

Retail value of passenger cars sold in 1915, \$565,856,450.

Motor trucks sold in 1915, 50,369.

Retail value of motor trucks sold in 1915, \$125,922,500.

Motor cars sales almost doubled from 1907 to 1908, from 44,000 to 85,000.

Number of carriages sold annually from 1908 to 1912, 1,000,000.

Automobile exports to 80 different countries in 1915 increased 250 per cent and will exceed \$100,000,000.

In 1914 it was \$28,507,464.

England is our best buyer of automobiles, taking for the year ending June 30, 1915, trucks 5,306, pleasure cars 8,321, valued at \$21,000,000.

Estimated value exports of commercial vehicles only, 1915 (increase 600 per cent), \$63,000,000.

Estimated value exports passenger cars during 1915, (increase 90 per cent), \$37,000,000.

Freight carloads of autos shipped, 1915, 200,000.

Miles traveled annually by motor vehicles (average of 5,000 miles per car), 12,000,000,000.

Gasoline consumed annually by automobiles (average of 400 gallons per car), 980,000,000 gallons.

Lubricating oil consumed an-

nually (average of 12 gallons per car), 28,800,000 gallons.

Tires used annually on motor cars, 12,000,000.

Number of brands of tires used on motor cars, almost 125.

Number of types and sizes of tires, 140.

Total registrations for 1915, 2,400,000.

Total manufacturers of passenger and commercial cars, 448.

Commercial vehicle manufacturers, 257.

Registration fees during 1915, over \$14,000,000.

Dealers, garages, repair shops and supply stores, 27,700.

States in which automobile factories are situated 34.

Proportion of motor vehicles to population of United States, 1 to 48.

The automobile and improved roads in some localities have increased land values 100 to 400 per cent.

Keen competition in the automobile industry brought failures in the past five years of 400.

We are to bear our burdens bravely, to be part of a great plan, however insignificant each of us may be, however fragmentary our service.

### A Cash Discount System

A dealer in New York State evidently believes that a cash discount system of pricing will prove attractive to farmers who have the ready money to pay for their requirements. He has, accordingly, announced that a cash discount will be given this year, pointing out that the attitude of his customers will guide his future policy. In a circular to his customers he says:

"We have realized for a long time that long terms of credit and low prices on goods are not possible from a merchant's standpoint."

"We have worked out for 1916 a scheme of discounts to cash buyers on nearly all of our machinery, amounts of discounts of course varying on different articles."

"Understand, regular prices will be the same and credit will be gladly given where possible as before, but we will give liberal discounts to encourage our customers to pay us cash."

### Prohibition Echoes

The temperance orator was walking down Main Street, Winnipeg, when he met a unregenerate friend.

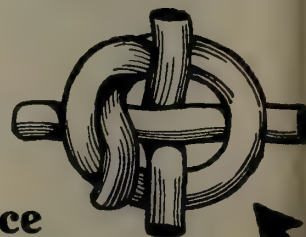
"Well, Tom," said he, "I was so pleased to see you at the meeting last night."

"What meeting?"

"Why the prohibition rally that I addressed."

"Oh, is that where I was," said Tom, dreamily. "I sorta couldn't locate myself after the fifteenth I had yesterday."

Even a fool may have ideas.



### Fence Dealers

wanted in unrepresented districts to handle the non-sagging, long-lived

## LEADER WOVEN WIRE FENCE

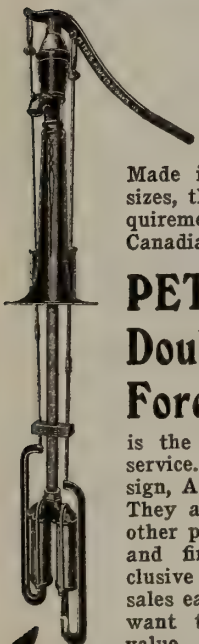
The best farm fence on the market. Substantially built with absolutely non-sagging lock. Made in Winnipeg. Shipped fresh from the looms.

Write for particulars

### The Manitoba Anchor Wire Fence Co. Ltd.

Cor. Beacon and Henry Ave. Winnipeg, Man.

## PETERS PUMPS



Gives More Water in Less Time with Less Energy

Made in many styles and sizes, they will meet all requirements of the Western Canadian farmer.

### PETERS' Double Cylinder Force Pump

is the last word in pump service. Unequaled in Design, Action and Durability. They are different from all other pumps in construction and finish, and have exclusive features that make sales easy to customers who want the BEST in pump value.

Dealers:  
Get Peters' Pump Proposition for 1916

ALWAYS DELIVER THE WATER

Our line is absolutely up-to-date in every respect. Every pump we produce is given special attention. Peter's Pumps are perfectly assembled—they have no "come-back." Sell them and you make satisfied customers.

A POST CARD WILL BRING OUR LATEST CATALOG.

Manufactured by

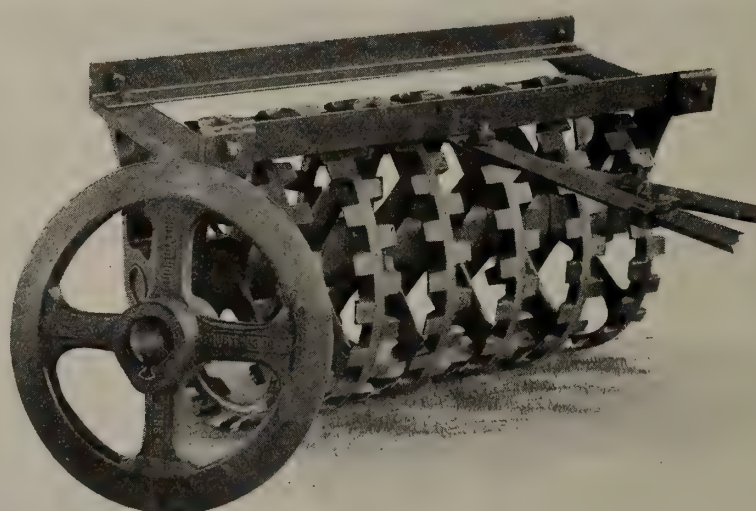
Peters Pump Company, Racine, Ill.

Exclusive Canadian Agents:

Tudhope Anderson Co., Ltd.

Winnipeg Regina Saskatoon Calgary

Write Nearest Branch House for Particulars.



### Live Agents Wanted To Handle THE

## Winnipeg Gang Plow Packer

Stout angle iron frame, surface or sub-surface type wheels, fitted with our perfect self-lubricating hubs (patent applied for)

Dirt Proof

Rust Proof

Trouble Proof

Retails at \$17.00 Cash, F.O.B. Winnipeg.

Fully Guaranteed

Liberal Profits to Agents. Write To-day.

### Winnipeg Implement Company

547 Bowman Avenue

WINNIPEG, MAN.



## Alberta Dealers Will Organize

Convention Called for March 8 and 9

In the retail implement trade the association idea is predominant. Last month saw the first annual convention of the Saskatchewan Retail Implement Dealers' Association held at Regina. It was a huge success! Saskatchewan got away to a good start, and in every corner of that province dealers are doing missionary work spreading the gospel of organization.

Now we have a start promised for Alberta. Farthest west of the prairie provinces, Alberta was the first province in which legislation was enacted that raised a feeling akin to consternation in the farm machinery trade. This legislation was also taken up in Saskatchewan—with the results of which every dealer is aware. Remains Manitoba, and what we shall yet experience there is a point of conjecture.

In Saskatchewan it was found that the registration of a personal kick against iniquitous laws availed the dealer nothing. One man is only a unit—his is a still small voice crying in the wilderness. But when the retail dealers of Saskatchewan

got down to work, formed a live organization and voiced their grievances and opinions, then there was a noise that legislators listened to.

It is possible that "out of evil cometh good." It may be that the legislation enacted in our western provinces in regard to the sale of large and small farm implements and machinery has been a blessing in disguise. It has awakened implement dealers to the fact that united effort is absolutely essential if we are to protect our interests. Association is the only medium for united effort. Dealers individually can do but little; collectively they can wield a great power for the common good of the trade.

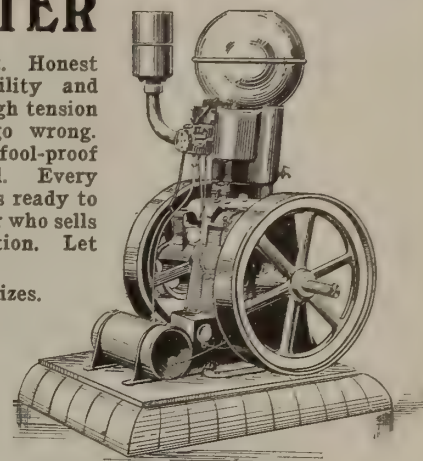
### Alberta, Your Turn Next

Just think, you dealers in Alberta, what it will mean if you have every dealer in the province enrolled as a member of the Alberta Retail Implement Dealers' Association. What an influence such a body could exert to overcome the trade evils that are steadily a thorn in the flesh of the retail implement dealer. It is only through the formation of

## There Are Many Engines Made but only one LISTER

Lister Engines are British built. Honest workmanship, exceptional durability and the best materials. Ignition by high tension trip magneto—no batteries to go wrong. Automatic force feed lubrication; fool-proof carburetor; automatic fuel feed. Every engine shipped complete with skids ready to run. There are no extras. The dealer who sells Lister Engines can defy competition. Let us tell you about them.

Made in 2, 3, 5, 7 and 9 H.P. sizes.

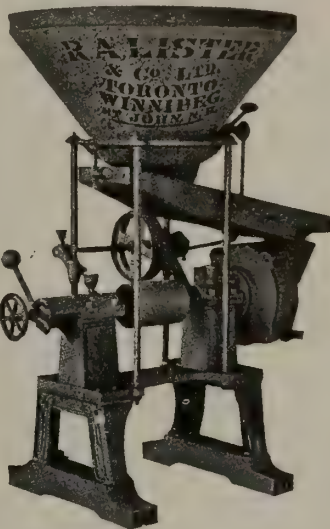


### LISTER GRINDERS

We guarantee the Lister Grinder to grind more feed on the same power than any grinder of the same size on the market. Great capacity, easy running, never clogs. Handles all feeds with equal success. Strong reversible plates with worm force feed. Equipped with bagger attachment when ordered. Sold with or without base. Ask for full particulars.

### HANDLE THE LISTER LINE

Lister Gasoline Engines, Grain Grinders, Electric Lighting Plants, Milking Machines, Cream Separators, Churns, Sawing Outfits, Silos, Combination Threshers, Pumps, Pump Jacks, etc.



## R. A. LISTER & CO., LTD.

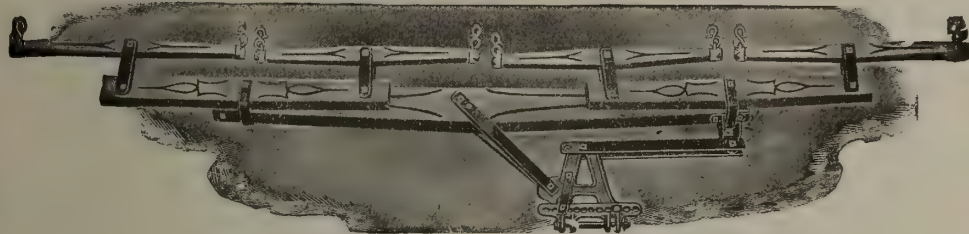
GALT BUILDING, WINNIPEG, MAN.

TORONTO, ONT.

QUEBEC, QUE.

ST. JOHN, N.B.

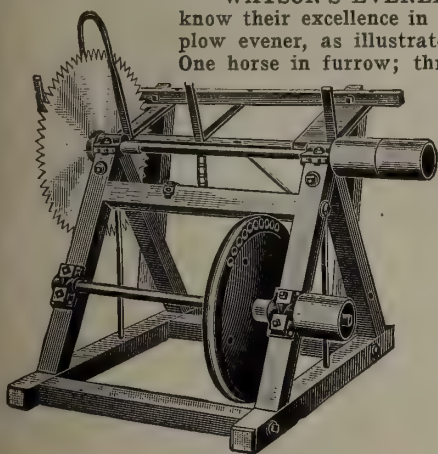
## WATSON'S EVENERS and WAGON SETS



Special 4-horse Watson Gang, Sulky and Disc Plow Evers

### Made of Selected Stock. You Can't Sell Better

WATSON'S EVENERS have been on the market for years. Farmers everywhere know their excellence in strength, durability and service. The Watson special 4-horse plow evener, as illustrated, works four horses abreast on gang, sulky or disc plow. One horse in furrow; three on unplowed ground. Perfect equalization of load; each horse gets its fair share of the work. We also supply 3, 5 and 6-horse plow eveners and 3-horse wagon eveners. Get particulars of our hickory wagon sets. Six sets complete, shipped in strong crate. Painted red and varnished. Weight complete 225 lbs. Each set comprises: One double-tree, two singletrees and one neckyoke. Doubletrees, 2 x 4 x 48; singletrees, 2 1/2 x 36; neckyoke, 2 5/8 x 40 or 48.



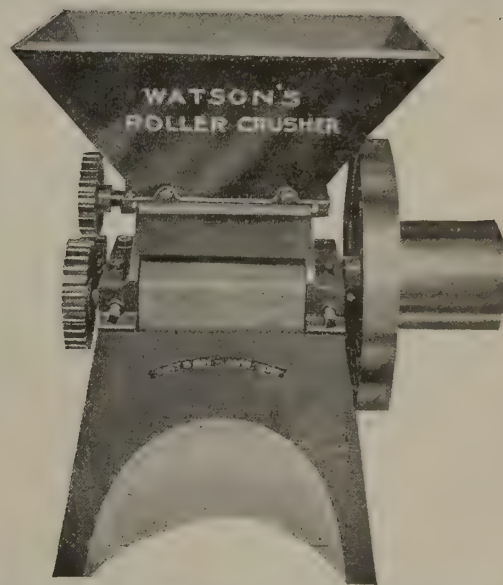
Watson's Pole Saw

Hardwood frame pole saws, with three 5 x 6 inch pulleys, solid steel shafts and babbitted boxes. Rigidly braced frame; extra heavy fly wheel. Total weight, 325 lbs. Our cordwood saws, weighing 285 lbs. are unequalled. Saw mandrels for both types supplied separately if desired.

### THE WATSON LINE INCLUDES:

Feed Cutters (seven styles)	Root Pulpers
Roller Crushers	Light Delivery Sleighs
Wood and Pole Saws	Channel Steel Harrows
Barrel Skids	1 1/2 H.P. Engines
Farm and Bush Sleighs	Harrow Carts
Wheel Barrows	Whiffletrees
Boss Wood Harrows	Pump Jacks
Pulverizers	Bevel Jacks
Grain Grinders	Warehouse Trucks
Horse Powers	Push Carts
Boss Steel Harrows	

We Handle "Viking" Cream Separators



### WATSON'S ROLLER GRAIN CRUSHER

The machine that appeals to every farmer. Grain is fed between two grooved rollers, which rotate at different speeds. Fineness of crushing regulated by two convenient set screws. Mounted on strong iron frame; heavy solid flywheel. Sizes of rollers 12 x 6 inches. Supplied with pulley for belt drive; can also be equipped with shaft and gear for horse power drive. Weight 475 lbs. Write for prices and full particulars. This is a machine that means money to the dealer who handles it.

*John Watson Mfg. Co.*  
LIMITED

311 Chambers Street, Winnipeg, Man.



a strong organization that dealers can hope to overcome the efforts of those who antagonize their interests. It is only through such an organization that dealers will be able to know that manufacturers and wholesalers are in entire sympathy with, and endorse the dealers' association work. Many outlets exist to-day for the sale of the product of farm equipment and machinery factories. The mail order house, the direct selling concern, the co-operative organization—all these are ready to sell goods so as to eliminate the "pestiferous" retail dealer. The experience of years has taught the majority of manufacturing interests that the best way to place their products before the public is through the retail dealer. And they like to see the retail dealers an organized body. Witness the unwavering support given the im-

plement dealers' associations in the United States by the manufacturers and wholesalers of farm machinery, vehicles and equipment. These men realize that a dealer who is a unit in an organization is, a good dealer, a man who believes in co-operation in his particular line — one who works with his fellow tradesmen for the common furtherance of their calling.

Farmers all over the Canadian West have banded themselves into strong organizations. To this fact more than any other is due the legislation from which the retail implement trade of Western Canada has suffered. At their conventions even the most reasonable units in agricultural organizations have revealed their standpoint as being opposed to the retail dealer—especially the implement dealer! To that end

they endorse every type of merchandizing which does not pass through the retail store route. The vast majority of our Western population is located on the land, so it behoves the dealer who is alive to his own best interests to follow the example of the farmer—to organize!

Through the efforts of L. L. Colby, organizer, and one of the leading spirits in forming the Saskatchewan Retail Implement Dealers' Association, the majority of dealers in Alberta have been advised of the necessity of forming a provincial organization. Already some seventy prominent dealers in Alberta have enrolled as charter members in the Alberta Association, but we want every dealer enrolled. The majority of dealers approached are of the opinion that Calgary is the most suitable location at

which to hold the inaugural meeting. In that city, the King George Hotel will be the headquarters for the meeting. Two days, March 8th and 9th, will be necessary to cover the business.

Members in convention will have to frame by-laws and a constitution; permanent officials will be elected, various committees will be formed and, beyond that, a vast amount of discussion as regards organization, legislation and the general conditions in the retail trade throughout the province will have to be thoroughly gone into. It is hoped that at least two members of the Alberta Legislature will address the convention, while men prominent in the implement business will give their views upon different topics. J. A. Rollefson, Swift Current, one of the originators of the Saskatchewan Association, will be a welcome visitor to the convention. His experience should be of value to the meeting. The Editor of "Canadian Farm Implements" will also pack his grip, hit the trail and head for the Rockies, so as to do his "bit" for the formation of an organization in Alberta.

#### Lend Your Support

It surely is the duty of every dealer in Alberta to make an effort to be present at this opening meeting. The time and money spent will be nothing compared with the benefits which will follow upon the formation of a strong organization in the trade. Each dealer has his troubles. He cannot better them by sitting in the warehouse and grieving about conditions that exist. But he can eliminate the vast majority of those troubles by getting in contact with several hundred other dealers similarly situated. From discussion and allied effort a way out will be found. Remember that the world values men who can work with and for one another.

This is no one man job, or a job to be left for a few workers who realize the value and necessity for organization. Every dealer should put his shoulder to the wheel and help the growth in Alberta of a retail implement dealers' association which will prove to all men that if organization and co-operation are signs of the times the retail implement trade is right there with the goods. Don't evade the question. Will the trade in Alberta ever amount to anything as a disunited body, each man working alone? If you think not—as will every sane man—then make every effort to be at Calgary on March 8 and 9, lending your support to the formation and furtherance of the Alberta Retail Implement Dealers' Association.



# ALBERTA IMPLEMENT DEALERS

## ATTEND THIS MEETING!

GIVE YOUR ASSISTANCE IN FORMING AN

### Alberta Retail Implement Dealers' Association

A CONVENTION WILL BE HELD AT

# Calgary, Mar. 8 and 9

HEADQUARTERS - - - - KING GEORGE HOTEL

Follow Saskatchewan's example! Already nearly seventy Alberta dealers have enrolled as charter members. Come to the Convention. Participate in electing officers, appointing committees, and starting a live Dealers' Association in Alberta. In your Best Interests be present!

### A HIGH CLASS PROGRAM IS ASSURED

Every Alberta Dealer interested in bettering trade conditions in the Province should attend this meeting, called for the purpose of organizing an Alberta Association

## Be at Calgary! Let's get together!



# Now is the Time to Sell the MOGUL 8-16



HIS is the best time to sell **MOGUL 8-16** Kerosene tractors. You are not so busy with other machines as you are at other times. This is the time of year when the farmers are concerned with this year's problems. They will

listen to your arguments now. They are already interested. You have more and better reasons now for urging them to buy at once than you will have later on.

**There is going to be big trade in  
MOGUL 8-16 tractors this spring.**

The shipping facilities of the Company will be strained to the utmost at the time when many farmers will be wanting to use their tractors. Under these circumstances late orders mean very late deliveries, while orders placed now insure shipment in time for seed bed preparation this spring.

Your campaign will be most effective at this time. Remember the good features of the **MOGUL 8-16** itself, the fact that it operates successfully on kerosene, and all the rest of the good points that placed the **MOGUL 8-16** so far in the lead in 1915 and that will push it along so fast in 1916. There is more than just tractor sales depending on the way you handle the **MOGUL 8-16**. There is no end to the profit in sight for the dealer who makes a success of selling it.

Write to the nearest branch house and get connected up with the successful small tractor—the **MOGUL 8-16**. That is the one thing necessary to make your selling year a busy and profitable one.



**International Harvester Company of Canada, Ltd.**

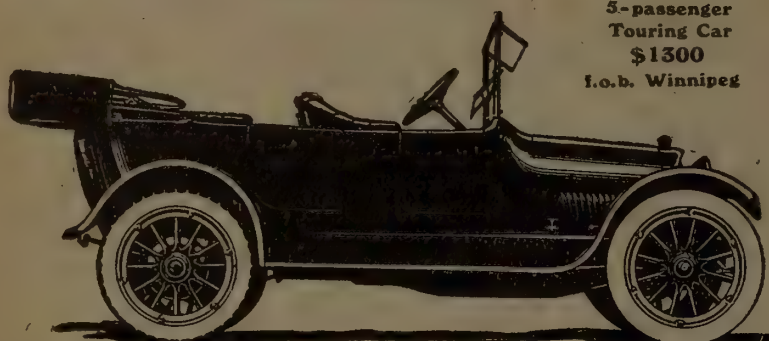
#### BRANCH HOUSES

At Brandon, Calgary, Edmonton, Estevan, Hamilton, Lethbridge, London, Montreal, N. Battleford, Ottawa, Quebec, Regina  
Saskatoon, St. John, Winnipeg, Yorkton.



## FOUR HEADLINERS IN A CLASS BY THEMSELVES

REO BRISCOE HUPMOBILE  
CHALMERS



5-passenger  
Touring Car  
\$1300  
f.o.b. Winnipeg

**A GREAT DEMAND FOR CARS IS AT HAND  
WHO WILL PROFIT BY IT IN YOUR DISTRICT**

The man who doubts that automobiles will sell this year should have been in our showrooms during Winnipeg Bouspiel. We had to climb over prospects to get at the cars! And these were men YOU can sell to—men from the farms, villages and towns of Western Canada.

There is a very large amount of grain still unsold; a vast amount of money to be invested in automobiles and other lines. Why not get busy and get the agency for cars of proven value—the cars we distribute.

Are we represented in your district? If not, write at once for our proposition. It will interest you. Let us explain why these cars mean money to the agents handling them.

**Joseph Maw & Co., Limited**  
112-118 King St. Winnipeg, Man.

## THE BULL DOG WILD OAT SEPARATOR AND BARLEY CLEANER



Made to  
Separate  
**WILD  
OATS**  
from  
Barley  
and  
Tame Oats  
and  
**DOES  
IT**

**MR. DEALER:** Your customers want this machine, and you can make money selling it. Specially designed for taking Wild Oats out of Barley and Tame Oats.

Note the Construction: Hopper feeds the two upper rolls, made of corrugated, galvanized wire. These corrugations make the grain tumble on end; it can't slide sideways as on a flat sieve. The kernels stand erect, allowing the wild oats—which are thin berries—to go through the roll, the large, plump grain remains. Lower roll catches what the upper rolls may miss. Perfect separation is the result.

With this machine the farmer also has a perfect means of grading tame oats, removing mustard and wild oats, culling the fat, plump kernels for seed. Note the elevator and bagger. Very strong construction.

Write for Prices and Particulars of our Grain Cleaning Machinery

**Twin City Separator Co., Ltd.**  
Off Logan Ave. on Quelch Street Winnipeg, Man.

## Sell "SYLVESTER" Drills this Spring Double and Single Disc or Shoe

Sizes—14, 16, 18, 20 and 22 discs. 14 and 16 sizes geared from one end; 18, 20 and 22 sizes geared from both ends.  
Equipped with grass seed box when ordered.  
Double disc drills have rubber tubes; single disc drills steel ribbon tubes.



Rear View "Sylvester" 20 Double Disc Drill

**Different from  
any Other Drill**

Sylvester Drills deliver the grain in **FRONT** of the axle, and on the downward turn of disc. This ensures even distribution of seed and uniform depth, also perfect covering.

**"Sylvester" Drills are Fully Guaranteed to Give Satisfaction in any Soil**

"Sylvester" Drills, single disc, double disc and shoe, are made especially for West Canadian conditions. There's not a cheap feature in them; best materials throughout. They bear comparison with any drill made, but for evenness of sowing and perfect adjustment you can't find their equal. Scrapers outside and inside give perfectly clean discs. Each disc independent—rises over any obstruction. Dust and dirt proof, lubricated bearings throughout. The "Sylvester" can't sag; a heavy angle steel frame, trussed and braced, gives perfect rigidity.

Extra strong wheels, equipped with scrapers; wide range of adjustment for pressure; special tilting device for regulating depth; very large grain box capacity; strong foot boards, accurate indicators—these are only a few "Sylvester" features. A hard and fast guarantee goes with every drill sold. We know what they can do—and stand behind them. Let us tell you why you should sell the "Sylvester" drill this spring. It is a drill with exclusive features that make sales easy. Investigate it now.

WRITE TO-DAY FOR FULL PARTICULARS OF THESE PERFECT SEEDERS

**Tudhope-Anderson Co., Limited**  
WINNIPEG REGINA SASKATOON CALGARY EDMONTON



# CANADIAN FARM IMPLEMENTS

VOL. XII., No. 4.

WINNIPEG, CANADA, APRIL, 1916.

SUBSCRIPTION PRICE IN CANADA (Per Year, \$1.00. Per Copy, 10 cents.)



## UNION BANK OF CANADA

Established 1865

HEAD OFFICE . . . . . WINNIPEG

Paid-up Capital . . . . . \$ 5,000,000

Reserve Fund . . . . . 3,400,000

Total Assets, over . . . . . 90,000,000

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London, England, Branches 6 Princes Street and

West End Branch, 26, Haymarket, S.W.

Head Office, Winnipeg  
This bank, having over 315 branches in Canada, extending from Halifax to Prince Rupert offers excellent facilities for the transaction of every description of banking business. It has correspondents in all cities of importance throughout Canada, the United States, the Continent of Europe, and the British Colonies. Collections made in all parts of the Dominion, and returns promptly remitted at lowest rates of exchange.  
Winnipeg, Main St. Branch: D. M. NEEVE, Mgr. Portage and Garry Branch: F. J. BOULTON, Mgr.

## HAIL FIRE LIVE STOCK INSURANCE



### CARSON & WILLIAMS, BROS., Limited

720-726 Union Bank Building . . . . . Winnipeg

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THE CANADA HAIL INSURANCE CO.

THE GENERAL ANIMALS' INSURANCE CO.

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## Complete Repair Stocks carried for MOLINE IMPLEMENTS

We can supply dealers, on the shortest notice, with repairs for:

Moline Plows . . . . . Moline Disk Harrows  
(Best Ever, Good Enough, Etc.) . . . . . (Economy)

Moline Engine Gangs . . . . . Monitor Drills

Mandt Wagons and Farm Trucks

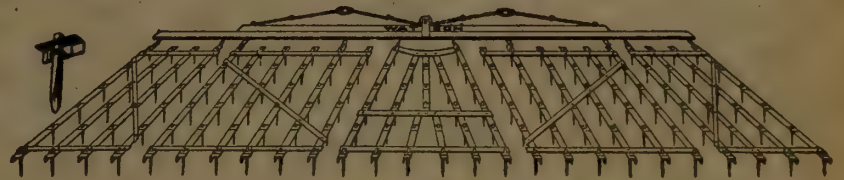
Manure Spreaders (National and Mandt)

Adriance Binders, Mowers and Rakes

ALSO

Janesville Plows, Disc Harrows, etc.

ASK FOR FULL PARTICULARS OF THE WATSON LINE



### WATSON'S STEEL AND WOOD HARROWS

Our Steel Harrows have angle steel tooth bars, channel steel cross bars. Dagger shaped teeth, held individually by steel wedges. Fitted with pulley hitch eveners. Sizes: 17 and 24 foot cut. Wood harrows of seasoned hardwood. Each tooth held securely by two rivets. Can't loosen in bars. Sizes: 14, 17 and 24 feet. The best harrows made; reasonable in price.

Control the Harrow Trade in your territory this year by selling Watson's Harrows.

*John Watson Mfg. Co.*  
LIMITED

CHAMBERS AND HENRY STS., WINNIPEG

## BRADSTREET'S

Established 1849 . . . . . Capital and Surplus \$1,500,000

Offices throughout the civilized world. . . . . Correspondence invited

Executive Offices:

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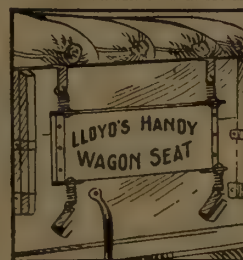
OFFICES IN CANADA:

Halifax, N.S.; Montreal, Que.; St. John, N.B.; Hamilton, Ont.;

Ottawa, Ont.; Toronto, Ont.; London, Ont.; Quebec, Que.;

Calgary, Alta.; Edmonton, Alta.; Vancouver, B.C.

C. G. SCHAFFTER, Supt., Commercial Travellers' Building,  
WINNIPEG, MAN.



The Wagon Loaded.

A light, safe, strong and durable seat. Never in the way. Suspended by four coil springs that will carry 600 lbs. Low-set; gives complete control over the team. Sell in any community. Very reasonable in price.

Dealers: Write us at once and handle this profitable specialty this spring.

WAWANESA WAGON SEAT CO.

WAWANESA

MANITOBA

## A Big Profit Line LLOYD'S LOW-DOWN SPIRAL SPRING WAGON SEATS

Easy to Ride—Easy to Sell

They Fit any Wagon or Sleigh Box Made

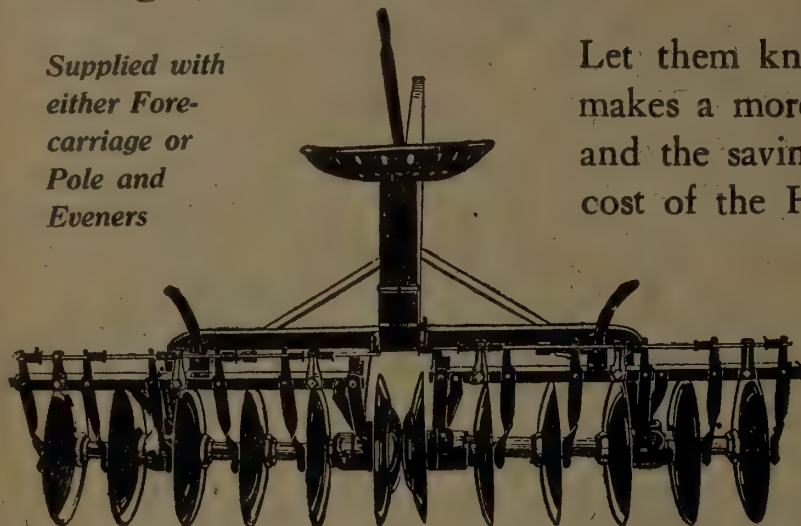




# Teach the Doctrine of Discing

Tell your customers what to expect from properly disced soil and you will have no trouble in selling Cockshutt Disc Harrows.

*Supplied with  
either Fore-  
carriage or  
Pole and  
Eveners*



Let them know that a good Disc Harrow, properly used, makes a more compact and better moisture-holding seed bed and the saving in crop in one year may well be worth the cost of the Harrow over and over again.

## COCKSHUTT No. 1 Disc Harrow

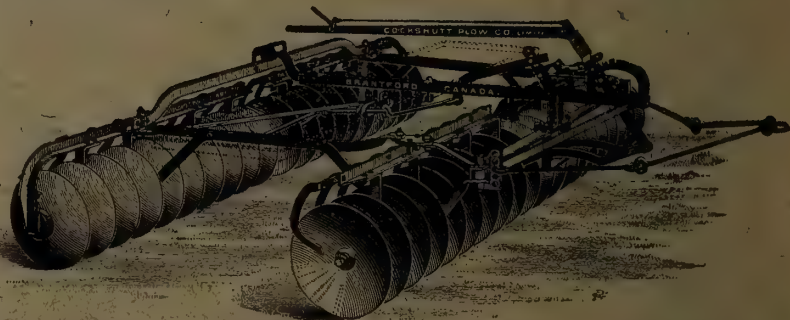
One of the most popular Cockshutt lines and well adapted for the heaviest kind of harrowing.

The main frame beam is a large T-shaped bar of high-carbon steel. Its strength is enormous. Each end of this beam connects with the middle of the Disc sections. These Disc sections are further secured at inner ends by a heavy casting which ensures absolute alignment of discs and uniform work. Disc scrapers are thrown in or out of use by a handy, easily-worked lever. Discs are highly polished and everything bespeaks Cockshutt extreme care in manufacture and highest quality materials. Can be supplied in a large variety of sizes—and either In-throw or Out-throw types.

***THE live Western Dealer who wishes to stay in the lead will do well to get our 1916 proposition. Cockshutt Implements have the name and reputation that only Quality can give and they are well advertised. Write us to-day and get our new Catalogue and Special Literature.***

## The Cockshutt Double Disc Harrow

The Farmer who has the power can get wonderful value out of this splendid Implement. It gives two Harrows in one—an out-throw and an in-throw and one stroke with the Double Disc gives even better results than two discings with single machines. A riding platform is placed between the two rows of discs, and one easily handled lever controls the whole machine. Extra weight can be carried on the platform if desired. The Disc sections turn on SQUARE axles so there is no slipping—every disc must revolve and do its full share of work. Ball bearings help lighten the draft. A keen farmer has only to see this implement to realize its value and buy it. You ought to have one on your floor now. Our advertising is at work increasing the demand.



The big, complete Cockshutt line should be putting money in your pocket NOW. Write us about an Agency.

## Cockshutt Plow Company, Limited

Western Branches: Winnipeg Regina Calgary Saskatoon  
Distributing Points: Red Deer Lethbridge Edmonton Brandon Portage la Prairie



# CANADIAN FARM IMPLEMENTS

Vol. XII., No. 4

WINNIPEG, CANADA, APRIL, 1916.

SUBSCRIPTION PRICE IN CANADA { Per Year, 1.00  
Per Copy, 10c.

## The Right Kind of Co-operation

The retail dealer, as the connecting link between the jobber and consumer, continually finds himself confronted by an ever-increasing number of perplexing problems involving the profits on the goods he handles and the consequent effect upon his annual profit and loss account.

He naturally turns to the man nearest him in the cycle of distribution—the jobber, who, apparently, is in the same position regarding his balance sheet; the jobber in turn questions the manufacturer who complains that the dodgasted price of materials is shooting his productive system all to pieces.

It goes without saying that unless the manufacturer intends to distribute his goods without the assistance of the retail dealer, the success of the manufacturer, and also of the jobber, hinges largely upon the efficiency and success of the retailer. It is a composite body this business trinity of manufacturer, jobber and retailer. Each part, head, body and legs, is trying to perform its individual function. Hurts in the retail feet make the going slow for the whole body; pains in the jobbing stomach bring aches to the manufacturing head. Wherever something is wrong in the system of this composite body the balance is sure to be affected more or less.

It is a trait of human nature that when anything goes wrong and we cast about for a reason, we are prone to blame the thing nearest us, each man judging from his individual standpoint. The dealer may turn and blame the jobber because he does not furnish goods at a price that will allow the retail man to meet direct selling competition, and still provide for his cost of distribution and a legitimate profit. The jobber totals up his pains and says to the manufacturer that he can't see why the producer of the goods can't supply him with the product at a cost that will admit of the expense of his distribution at a fair rate of interest on his investment, and still allow him to satisfy the com-

plaint of the retailer. The manufacturer, wrestling with the bugs of increased productive cost and increased competition, swears by the beard of his forefathers that he has cut his profits to the irreducible minimum and that he places his product before the consumer at the lowest possible cost.

Behind all this the ultimate consumer, filled up to the neck with direct selling literature and exaggerative advertising and a lot of quack economic potions regarding the obsolete and antiquated distributing system in vogue, refuses to see why he should pay more for goods simply because he has been making more in his particular line. It is a weird triangle this business trinity, and all the fault-finding on the part of every unit in the selling chain will do no good. It is simply a business problem, solvable by correct analysis and economic reasoning and by enforced readjustment of merchandising methods in accord with changed conditions in the commercial world.

Some dealers plant themselves on the offensive, believing that the jobber is continually deploying his forces in a strategic line from which he will descend upon the dollars of the dealer and carry them by frontal assault! This idea, if overdrawn, typifies the standpoint of some retailers.

Yet the jobbers and wholesalers, through their own offices and through the medium of their travelling salesmen, are nowadays seeking in every way to co-operate with the retail dealers. They are as anxious for the dealers' success as is the dealer himself. The jobber and the manufacturer realize full well that when co-operation will make a man a better dealer, he is going to sell more of all the goods he handles, including the particular lines they are interested in. The dealers' success means the jobbers' success and the manufacturers' success. Every unit in the chain knows it, and blind indeed is the dealer who does not realize that his interests and the jobbers are mutual in detail.

And to help the dealers to become better dealers and therefore better customers, there are many things that the jobbers can do. They can aid in spreading the gospel of cost education by personal suggestion and through the medium of their representatives who are invariably closer to the average dealer than are the heads of the jobbing houses. This assistance will do a great deal toward placing irresponsible and slipshod dealers on a sure foundation—knowledge of the cost of doing business. On their side of the fence the dealers will associate and will endeavor to inculcate into the minds of the members of their associations who have not given the question due thought the advantages in obtaining better settlement for goods sold. And should these dealers suffer from unjust practices, it will be the duty of the wholesalers to consider their contentions and analyse the equity or otherwise of their claims. The growth of the association idea beyond building better dealers will in the end benefit the jobber by protecting him from extending credit to the unscrupulous and undesirable dealer, for the growth of associations will assuredly eliminate this type of man.

By collaboration with the jobber, the dealer can do much to eliminate the placing upon the market of an unnecessary variety of goods, for unnecessary variety will kill the efforts of the best salesman, be he traveller or retail dealer. Casting aside all prejudice and breaking down suspicion by candour and co-operation, the united efforts of both jobber and dealer would go a long way towards building better conditions in the trade.

### Alberta Dealers Form Association

With the purpose in view of forming an Association of Retail Implement Dealers in the Province of Alberta, an inaugural meeting took place in the King George Hotel, Calgary, on Wednesday and Thursday, March 8 and 9. Possibly owing to the late-

ness in the reason, the number in attendance was disappointing, yet what was lacking in numbers was made up for by enthusiasm on the part of those gentlemen present.

When the meeting was called to order, A. A. Thomson, Editor of "Canadian Farm Implements," was called upon to act as chairman and secretary pro tem.

Mr. Thomson delivered an address to the meeting on the benefits of organization in the retail implement trade. Outlining the growth of the associative idea in mankind from the earliest days when the prehistoric man banded together for mutual protection and formed their crude code of Tribal Laws, the speaker traced the idea of association and organization down through the vast fabric of the Roman Empire, drawing the analogy between the idea of power as exemplified in modern business organization and the banding together for mutual preservation of our Indian and Eskimo tribes even at this late date in history. Showing the growth of organization among the implement dealers of the United States, and the benefits which had followed upon association work among the trade in that country, Mr. Thomson enlarged on the importance of the implement dealer as a pioneer, as a community factor and one of the first settlers in any new town that springs up upon the Western prairies. Trade evils and trade tribulations, said he, are common to all callings, and only by business men combining together to eliminate their troubles and solve their problems can a better condition of things come to pass. Association in the retail implement trade will build better dealers—men who will cease being purely agents and will tend more towards being merchants in the truest sense of the word. The friendship engendered by association in the retail trade is no unimportant factor—each man realizing that both he and his competitor could benefit by working with and for one another.

The development of agricul-



tural processes from the scythe and cradle to the modern binder, from the walking plow to the powerful engine plow have been due, in very great part, to the efforts of the retail implement

trade. The dealer must be a man of many parts; an acute business man, a shrewd buyer and seller, and at the same time a capable mechanic. No calling to-day required men of a higher calibre,

yet no calling had been more slow to organize for its betterment.

Co-operative purchasing, mail order competition and unjust laws were only a few of the things from which the dealer suffers. As one man he can do nothing against those trade troubles—as a united and harmonious body he can prevail against whatever powers may be arrayed against him. In the end no system of merchandizing can equal the efficient service rendered the agricultural population by the implement dealer.

We face a period of transition in the implement trade, said the speaker, the price of raw materials has risen enormously, and in sympathy the price of the finished product has been advanced. The dealer must adjust his business to meet those changed conditions, otherwise he must go to the wall. It was erroneous to think that manufacturers and wholesalers were opposed to the organization of implement dealers; these factors in the trade, from their own experience in associative effort, realized that organization and association builds better business men and better dealers.

A unanimous vote of thanks was passed by the meeting to Mr. Thomson for his attendance and very able address.

L. C. Burnap, Barons, in a brief speech outlined the necessity for every man, from the officers down, making every effort possible to increase the scope and build enthusiasm for the Alberta association.

L. L. Colby, Moose Jaw, who was the organizer for the meeting, then described the steps which he had taken to circularize the dealers of the province, who, in general, had shown their entire sympathy with the movement, as was evidenced by the large number who had signed up as charter members in the association.

It was considered by the meeting that it would be advisable that the President and Secretary of the association be located in the same town, as the business could be more expeditiously taken care of in this manner. While the north of the province had been a little backward in signifying their intentions as regards the association, a very satisfactory percentage had signed the application forms from the south of the province.

The distribution of the directorate over the province in a general way would without doubt tend to bring in a great many members, an idea which was endorsed by all present. The next business before the meeting was the election of officers for the ensuing year. On

the taking of a ballot, the following officers were elected.

#### Election of Officers

**President**—T. J. Quinn, Lethbridge.

**Vice-President**—C. A. Anderson, Edmonton.

**Secretary-Treasurer**—Allan Jack, Lethbridge.

#### Directors

L. C. Burnap, Barons; James M. Rae, Medicine Hat; Eugene Clark, Fort Saskatchewan; J. J. Stanton, Vegreville; J. H. Robinson, Taber; J. M. Curtis, Youngstown; Bert Kelly, Spring Coulee.

Considerable discussion took place on the duties of the Secretary-Treasurer, also what remuneration would be necessary for this official. It was not definitely decided as to what the salary should be but the feeling of the meeting indicated that \$250 to \$300 per annum should be feasible. Due importance was given to what a live secretary would mean in the upbuilding of the association, and as the membership increased it was obvious that the importance of this post would increase, also the duties connected therewith. The secretary should feel that he was working in the interests of the association and was entitled to remuneration for so doing.

It was moved, seconded and carried that a clause be inserted in the constitution and by-laws that all checks be signed by the secretary and countersigned by the president.

The question of the formation of a Membership Committee was next taken up, it being the consensus of opinion that, for the coming year, all the charter members who had signed up would act as a committee to increase the membership of the association. All the charter members are accordingly impressed with the fact that they should do everything possible to secure new members for the organization by personal canvass in their various districts.

It was moved, seconded and carried unanimously by all present that to draft a constitution and by-laws for the association the following gentlemen be empowered to act: President, T. J. Quinn; Vice-Pres., C. A. Anderson and Secretary-Treasurer A. Jack.

L. C. Burnap, Barons, spoke on the advisability of the formation of locals at Lethbridge and Edmonton, while President Quinn moved that a meeting be held in Calgary during Fair Week, June 29 to July 5th, as at that time a great many dealers would be in the city. These

(Continued on page 22.)



## There's a Big Profit Selling Stable Jobs Like This

### EVERY IMPLEMENT DEALER SHOULD CONSIDER THE FOLLOWING FACTS:

The Dairy Industry of Western Canada is developing by leaps and bounds. The most optimistic prophet of 10 years ago did not foresee the tremendous advance that has been made. We can now look to the day when the annual production of Dairy Products will exceed in value even the wheat crop, just as they do in the States, where they are second only to the corn crop.

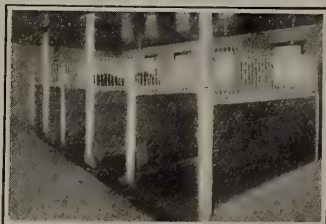
Dairy Cows must be kept in the barn the greater part of the year, to reach their maximum production.

City and Government authorities insist that the milk be produced in strictly sanitary stables. Cream is graded and the cleanest brings the best price.

These three facts point to one conclusion: Some day soon, fine barns

will be built around every town—around your town—and equipped with BT Sanitary Steel Stalls. That has already happened in many parts of the West.

There is a big commission in a fine stable job. Other dealers are now making big profits.



## Steel Stalls are Galvanized

Get our new 336 page barn book that illustrates Steel Stalls, Stanchions, Steel Pens, Horse Stable Fittings, Hay Carriers, Manure and Feed Carriers. We want enterprising representatives in every town. If YOU know of any farmers who are building or remodelling, send their names. Our salesman will call and help get something started. Write to



**BEATTY BROS. LIMITED**

G 2380 DUBLIN ST.

WINNIPEG, MAN.



**Regarding Advanced Prices**

It is scarcely necessary to go into the details of why implements have risen in price, since every dealer knows full well the greatly increased cost of production which manufacturers have had to meet through conditions unparalleled in the raw material market as affecting the manufacture of farm machinery. It is only reasonable, furthermore, to expect that the intelligent farmer is fully aware that in every class of goods comprising iron and steel products the price has had to be advanced owing to the tremendous demand following upon war supplies. The farmer cannot deem such advances unreasonable or other than logical when the situation is taken into account. It would, therefore, seem that the dealer will have less difficulty than he anticipates in laying before his customers the reasons for the advance in the cost of farm machines and equipment.

Some dealers may fear that the advance in price will naturally tend to restrict the normal demand for goods. This is unlikely, since farmers are sufficiently well informed to expect nothing else,

and to assume that if the manufacturer and dealer pays more, they also must pay more.

The problem for the dealer is not so much to excuse conditions and promulgate reasons for existing prices, but to price his goods to the farmers at the proper figure. By this we mean to fix the price so as to bring the retailer the same profit on every dollar invested as was the case before the advance in prices occurred. It has ever been a feature in this business that some dealers are slow to raise their prices to the consumer when the wholesaler has raised the prices of goods to them. They are afraid that the volume of business will suffer, consequently try to absorb the difference in cost, paying, as a matter of fact, the increased price out of their own pockets. Were this advance in the cost of raw material only a temporary fluctuation, such a step might be reasonable, but no man can say how long the present advances will "stay put."

There is no reason for any dealer to think that the volume of business will not exist. For some years farmers have re-

trenched. Last year the West saw a record-breaking harvest, and even now a great deal of grain remains unsold. It is only reasonable to assume that a large amount of money should be in circulation this spring and that, despite the increased prices, a good spring and summer business looms up ahead. Let every dealer prepare to take care of this business by looking thoroughly into his methods of selling so that he may meet this era of changed prices intelligently and come out on the right side. This analysis of selling methods should be made now. This is no question of absorbing advanced prices, but rather of taking due account of existing wholesale prices when figuring up the retail selling price of goods for the coming season. Any advance in price in the production of goods cannot be carried by the retailer in any line of business, and certainly not in the sale of farming implements and machinery.

**Great Salesmen's Congress**

The World Salesmen's Congress will be held in Detroit, Michigan, July 9 to 13, 1916. This unique event is backed by men who have a world-wide reputation in selling goods successfully. Such men as Hugh Chalmers, John Wanamaker, Norval A. Hawkins and Harry W. Ford have put their shoulder to the wheel to make the congress a success and representative of all the business interests of the world. The congress is the outgrowth of the Salesmanship Club, of Detroit.

As a central location for the Congress, Detroit has an enviable position on the continent, and it is expected that the numbers to attend will far outclass any similar event ever staged. It is stated that the whole idea of this mammoth meeting is to increase efficiency in the art of selling.

No snow now—sell buggies!

# VIKING

**Highest  
Quality**



**Low  
Priced**

**Only One Dealer in a Locality**

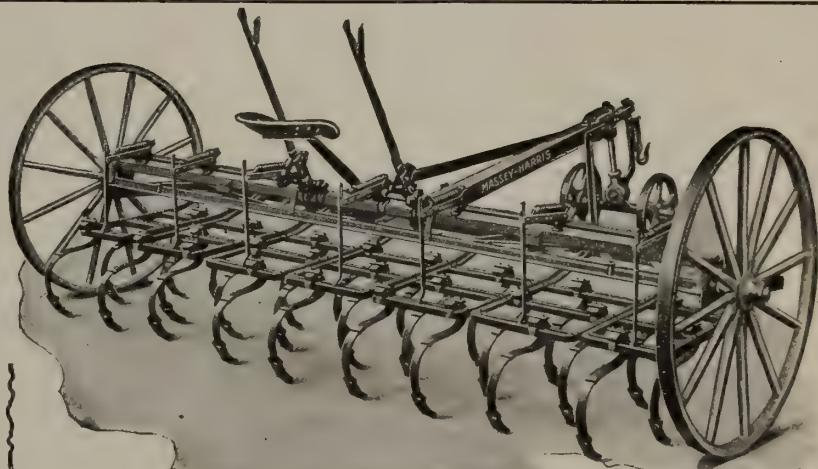
Only one dealer in a locality may have the Viking Special Agency. Territory is going fast. Dealers are realizing the money-making possibilities of the Viking. Get our agency proposition before some one else gets your territory. Write at once for full particulars.

Swedish Separator Co., Monadnock Block, Dept. G Chicago, Ill.



West Canadian Representative:

BERT CONWAY - - P.O. BOX 380, REGINA, SASK.

**A Big Cultivator for Big Farms**

**21 Teeth—10 Feet Wide**

**26 Teeth—12 Feet Wide**

FOR use on large farms, we are now making our well-known No. 7 Spring-Tooth Cultivators in the sizes shown above.

The Frame is made extra strong, and two Levers are provided so as to make the operation easy.

Furnished with Forecarriage, as shown in cut, or with 4-Horse Pulley Hitch as ordered.

The work of these Cultivators in preparing a seed bed and cleaning out weed pests is sufficient guarantee that in the larger sizes they will be gladly welcomed on the large farms of Western Canada.

**Massey-Harris Co., Limited.**

Head Offices—Toronto, Canada.

— Canadian Branches at —

Montreal, Moncton, Winnipeg, Regina, Saskatoon, Swift Current, Yorkton, Calgary, Edmonton.

E. G. Prior & Co., Ltd., Victoria, Vancouver, Kamloops.





## Easy to Sell

The New Sharples Suction-Feed Separator has so many advantages over all other separators, due to the new "suction-feed" principle, that it is peculiarly *easy to sell*.

Leading experiment stations state that, *a low speed of the separator and an excessive rate of inflow cause heavy loss of butterfat in every old-type separator, no matter how well made.* When the speed slackens, the milk flows into the bowl faster than it can be skimmed and part of the cream escapes into the skim-milk. Many dairymen in your locality are, in this way, losing more than the cost of a new separator every year.

## THE NEW SHARPLES SUCTION-FEED

Separator draws into the bowl just the right amount of milk to be separated by the skimming force created by the speed. The amount of milk sucked through the bowl is always in proportion to the speed, because the faster the bowl revolves the more skimming force is created and more milk passes through. When the speed slows down, the milk intake slows down in proportion. In other words, it gets *all the cream all the time.* No fixed speed separator can do it.

Varying speed makes no difference with the New Sharples. You can turn slower than normal, which requires less exertion, and still get all the cream. If you are in a hurry, you can turn faster than normal, thus increasing the capacity of the separator. Whether turned fast or slow, it will give even thickness, even-quality cream.

A strong advertising campaign is telling the farmers in your community all about it. They want this new money-saving machine; many of them are now inquiring about it. Thousands are already using it. You should familiarize yourself with it by sending for our new catalog "*Velvet*" for Dairymen. This is your chance to build new business. Our contract is liberal. Write us today.

### The Sharples Separator Co.

Also Sharples Milkers and Gasoline Engines

West Chester - - - Pennsylvania

Chicago

San Francisco

Toronto

Portland

### Quality and the Cream Separator

The vast majority of the things the implement dealer sells to the farmer are purely adjuncts to the masculine side of agriculture—that is to the barns or fields. But when he sells the cream separator, he sells more directly to the farm women, for he is eliminating some of the daily drudgery from the life of the farmer's wife. In this first step to making less laborious the day's work for the farm woman, the cream separator often acts as a lever that opens the way to the sale of other lines directly connected with the home—such as small gas engines, water systems and washing machines.

Too often the farmer has been suspicious of the cream separator purely because he has in the past been bitten by buying some jim-crack mail order machine. That class of competition can be met and beaten every time by the dealer who will buy cream separators of quality—machines at a price which with a decent profit you can get in line to meet any inferior make.

In selling the separator the use of the mails is a great help to building business. You know that such-and-such has no separator, but will buy one sooner or later. He can be prepared to buy your particular machine if you have furnished the manufacturer of your separator with the list of names of prospects in your locality. The manufacturer will use a system of circular letters that are bound, sooner or later, to appeal to the prospect so that in the end he will buy your machine or give some definite reason for not doing so.

The old system of having a separator on a buggy and driving around the country until someone condescended to take it and try it out had, as a selling scheme, its good points, but it was a very expensive kind of salesmanship. It took time—lots of it—which you could possibly have more profitably used.

Local advertising circular letters from the manufacturer, window display and demonstrations are more effective in the majority of cases. It will surprise any dealer if he starts to fine-comb his territory to find the number of farmers who do not even possess a cream separator, or who have machines which should be relegated to the junk pile. You can show them a good, high grade and dependable machine if you care, and it is a business well worth going after. When all is said and done, mixed farming and the cream separator make for better farming and for a higher degree of

purchasing power on the part of the farmers in any community. But to sell separators needs a thorough campaign based on system and persistency, for they do not sell automatically any more than any other type of machinery used on the farms of this continent.

### The B T Barn Book

It is safe to say that never since agriculture had its inception has there been a time when so much free informative and educative literature has been available to the farmer who wishes to know the "why" and "how" of things connected with his life work. Concerns interested in the farm machinery and equipment business publish veritable text books on various phases of farming—books which are not mere catalogs but which are replete with a great deal of practical data that many a so-called "text-book" never has on its pages.

We have come to the realization that it pays to keep the cow comfortable, and to house her in sanitary surroundings. And this applies to every type of livestock. In this Ideal of better barns, hence better livestock and bigger profits, we have seen no book which approaches in completeness the B T Barn Book, published by Beatty Bros., of Fergus, Ont., the well-known makers of barn fixtures and equipment. Merely from a typographical standpoint, the type and beautiful illustrations comprised in the 336 pages of this publication are such as to elicit praise from any men who never even enters a farm building.

Splendid exterior and interior views of some of the finest barns in the Dominion are shown, illustrations which reveal, as nothing could, the value of modern barn equipment, and the change it has wrought in the livestock and dairy industries. Stalls, pens, water bowls, tanks, troughs, manure, feed and hay carriers, horse stable fittings—these are only a few of the features which are shown in their adaptation to the modern barn.

Beyond all this, a complete section of the publication gives complete instructions, specifications and very concise blue print plans which will enable any farmer of average intelligence to order his material and erect for himself a barn which he can choose from a wide variety of sizes as adapted to his particular needs. Any man who knows what architects and contractors charge should at once realize the value of those barn plans. Ventilating systems are fully discussed and described.



while a special section on silos and their capacities should be invaluable to the average farmer and implement dealer.

We would advise every dealer who wishes to increase his knowledge of modern barn equipment and of the principles of barn construction to secure a copy of the B T Barn Book. It is a book that every dealer should have in his library; for reference alone its value is hard to estimate. We believe that the publication can be secured by writing Beatty Bros., Ltd., Dublin St., Winnipeg, or direct to the factories of the company at Fergus, Ontario.

### Keeping Track of the Sales

The De Laval Monthly for March publishes a pertinent little story written around a dealer and one of his salesmen. We regret that space limitations will not allow its reprint in full, but the gist can be condensed as follows:

A dealer takes issue with one of his salesmen who had been slacking off on the amount of business he was turning in. He points out to the young fellow that every salesman is an investment. He must earn his salary out of the money he takes in, must sell enough to pay the cost of the goods, his salary and still leave a balance to cover overhead expenses and give the dealer a reasonable profit. A man's salary, pointed out the dealer, can't be more than a certain per cent of his sales. In the average implement store this percentage is between nine and ten.

The dealer confronts the young salesman with his sales record for the past month, the gross profit on them, and his month's salary figured as a percentage of his sales. The figures forced the young man to admit that he was being paid too much. "I'd rather keep on paying you the same amount instead of cutting your salary," said the boss, "so I put it to you, Al, to boost your sales until you are worth all you're getting and more. You can do it I know." The dealer then explains how he has decided to keep track of each man's sales record.

"From now on I'm going to have the facts about every man's sales on hand all the time. When he stops hustling, I'll have the figures to show him, and we'll try to find out what the trouble is. If he's the right sort, he'll brace up, just as you're going to do. If he gets sore and quits, he's not the kind of man I want working for me, that's all.

"There's another thing, too.

about this business of keeping track of each man's sales. It works two ways. It not only rings the alarm bell when a man is loafing, but it tells me when he is getting the business, too. If his salary percentage gets below the average and stays there, that man has earned a raise, and he's going to get it. That's the only fair way to judge a salesman's value to the business. It has guesswork beat a mile."

"You know I insist that you put your initials on your slips, so that all I need to do is to sort the slips into piles and add up the amount of each man's sales for the day. I add up the cost of the goods each man sells from the cost marks on the slips—that's why about a month ago I asked you fellows to start copying the cost mark on your sales slips. Then I

can subtract the cost from the selling price and get the gross profit on your business.

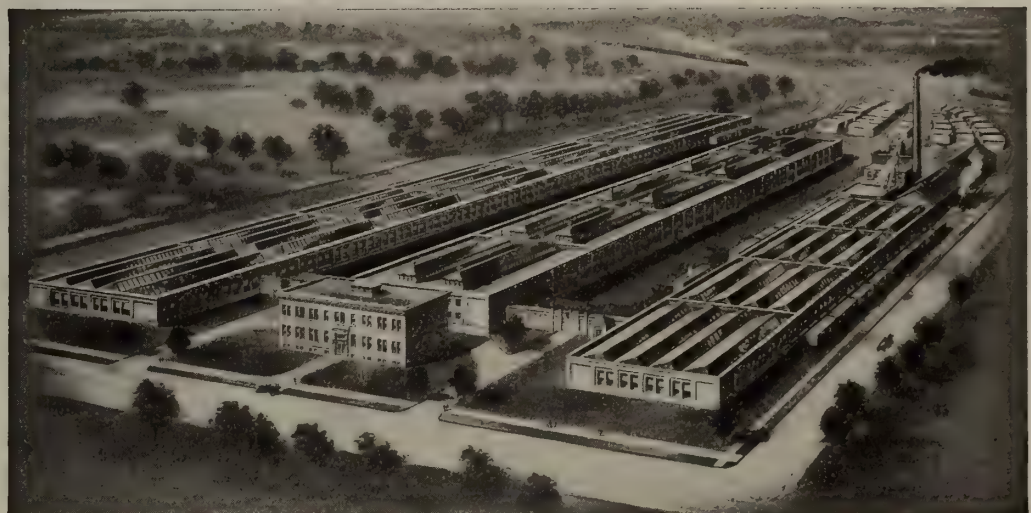
"There's going to be a girl bookkeeper with an adding machine in here before long to get those figures and a lot more—expenses, stock on hand, sales by departments as well as by clerks, accounts receivable and payable, and so on. I'm going to get a real look at the condition of my business every day or every week at the least. I've figured what a bookkeeper's time will cost me, and I've figured what it has been costing me to blunder along by guess, and I discovered that I could pay a girl ten dollars a week to get me this information and still be making a lot of money on the investment."

Sell only proven separators.

### What the Separator Has Done

The invention, development and perfection of the centrifugal separator has been the chief factor in revolutionizing methods of butter-making. By its greater efficiency it has perfected the otherwise unavoidable loss and by its greater economy of labor it has rendered possible a development of a profitable industry in many localities formerly poor.

A woman in Michigan maintains that cows become intoxicated from eating fermented ensilage, so that their milk is injurious to babies, creating in the youthful palate a craving for alcohol. Looks as though the Prairie Provinces will have to quit the idea of feeding ensilage to cattle. More prohibition!



General Canadian Works of the De Laval Dairy Supply Co., Ltd., Peterboro, Ontario

**T**HE big De Laval Works at Peterboro, Ontario, is busier than ever this year. There is an ever increasing demand for De Laval dairy and farm equipment. The farmers are getting good prices for their produce and it is a good time for dealers to push farm and dairy supplies and equipment.

The dealer who handles De Laval Cream Separators, Alpha Gas Engines, Ideal Green Feed Silos, and De Laval Farm and Dairy Supplies during this year will get the cream of the business in his locality.

AGENCY APPLICATIONS INVITED

**DE LAVAL DAIRY SUPPLY CO., LTD.**

Winnipeg

Vancouver

Montreal

Peterboro



### Rumely Oil Pulls in Russia

The Russian government official is like a student of Euclid, he is always looking for proof. This is again evidenced in a report sent us by the Advance Rumely Co., La Porte, Ind., received from their branch office at Odessa in Southern Russia, concerning the sale of six of their well known 15-30 Oil Pull tractors and gang plows to the Russian government. This is only one of the several purchases of Rumely tractors by the Russians,

yet it serves as an indication of the care with which government selections are made and the rigid tests to which machinery must be subjected before acceptance.

The report indicates that the Rumely Oil Pulls made good in every respect, and it is especially interesting to note that the fuel used was Red Naphtha, which is practically crude petroleum, as it comes from the wells. The gov-

the Oil Pull to operate successfully on the cheaper oils, and have recommended this tractor in their agricultural bulletins.

### The Windmill and its Value

In ease of operation the windmill is far ahead of the gas engine. An engine must be started and stopped, each time, and requires a person of some experience; but

ing once a month, and some makes even have special graphite bearings which require no oiling at all.

The cost of pumping water with a windmill will average less than one cent a day, including original investment; ask the owner of an engine what that costs him a year. The gas engine has its place and a very useful, necessary thing it is for running farm machinery, churns, separators, grinders, saws, etc., but it is not adapted to successful pumping, as the user finds to his sorrow.

Very often the value of a windmill during the summer months, and in places having little wind, depends upon its ability to pump water on light winds. A mill which operates in a seven-mile wind, may be worth five others which require an eight-mile wind for operating, simply because it will operate five times as many hours a week during the hot, dry days of the summer months, compared with mills which require an eight-mile wind for pumping water.

To get the best results, a windmill should be fitted to its work. Being dependent upon the wind for operation, it should be placed high enough to receive the full force of the wind. Hills, buildings and trees may break the wind and render a mill useless, which would operate easily and steadily in the open. The erection of a new building or the growth of trees sometimes places the mill at a disadvantage which an extra 10-foot tower would overcome.

In most places the 8-foot wheel is a standard size and large enough for its work, but frequently the extra cost of a 10-foot wheel is more than justified because, on the same load, it will average many more working hours per day.

The efficiency of a windmill is often increased by using a small sized well cylinder and a long working stroke to correspond. The small cylinder puts less strain and wear on the working parts and the long stroke gives the required amount of water.

Windmill catalogues, as produced by manufacturers of this class of goods, give much helpful information to the dealer, a means of assistance by which he can greatly increase his knowledge concerning different types of mills for different uses.

An analysis of the automobile situation in Manitoba and Alberta shows that in Manitoba out of 8,616 cars, 3,452 are Fords, while in Alberta out of a total of 5,586 cars, 2,695 are of the familiar type.

## OVER 100,000

of these outfits in use in Canada, the United States and Australia



8-Foot Steel  
Mill with 40-  
Foot Tower.  
2½-Inch Cor-  
ner Angles  
Absolutely  
Storm Proof

The simplest and most reliable windmill on the market. Very easily assembled. The mill pulls into the wind which makes it absolutely storm resisting. In case the wire is broken the mill automatically turns out of the wind and locks itself out. Furnished with compression grease cups throughout, removable bearings, heavy vane stems, direct lift, reversible steel pitman eliminates entirely troublesome wrist pins. Our windmills will meet any competition.

Write for catalogue and further particulars.

**Manitoba Engines Ltd.**  
Brandon, Man., and Calgary, Alta.



Rumely 15-30 Oil Pulls undergoing tests by Russian Government Officials.

ernment officials thoroughly inspected the mechanical features of the Oil Pulls, and subjected them to a six hours' stationary running test. The brake test showed as 37 H.P. at 420 R.P.M., or a margin of 23 per cent over head.

Field tests were conducted on all gears, travelling over paved road, turf and plowed land. Haulage capacities were tested with six furrow plows, dynamometers indicating the load. The committee of Russian government officials report that the Oil Pulls were mechanically efficient and very satisfactory for traction work over all surfaces, also that the plows were in good order.

The fuel question in Russia is very important. Gasoline and even kerosene are expensive owing to the lack of proper refining facilities. The Russian officials have, consequently, noted the ability of

a windmill can be equipped with a regulator so that it will operate itself. When the water is lowered in the tank to a certain level the regulator pulls the mill into gear, and it then pumps till the tank is full, when it goes out of gear, automatically; to repeat the process, however, when the water is sufficiently lowered in the tank. A mill so equipped can be put to work, then left alone without attention for many weeks, but it will faithfully perform its work unwatched. An engine will not work that way.

The windmill costs much less to operate than does an engine. A windmill needs no batteries, air costs nothing, but the sellers of gasoline are not giving away gasoline; an engine requires continual lubrication also, while most windmills can be so fitted with special oil cups that they need oil-

## SATISFIED CUSTOMERS

RESULT FROM SELLING

## "WINNIPEG" STEEL SHINGLES

(Made in the West)

GALVANIZED OR PAINTED

A Guarantee of Quality

You can make a handsome profit in selling the only proved metal shingle that is made in the West by men who know Western conditions.

Any building covered with "Winnipeg" Shingles is protected against fire, lightning, weather and water with a roofing that will not need repairs during the life of the building.

**FIRST COST=LAST COST+INSURANCE**

WRITE FOR FULL PARTICULARS AND PRICES

**Winnipeg Ceiling and Roofing Co., Ltd.**

MAKERS "MAX" FARM SPECIALTIES

P.O. Box 3006 F.I. 1

Winnipeg, Man.



Good Vehicle Advertising

Manufacturers, jobbers and dealers in carriages, harness and horse goods generally are now offered an exceptional opportunity to "push" their business through the medium of handsome art posters.

The cost of such posters would be prohibitive were it not for the fact that a big organization of carriage manufacturers is sharing a large part of the expense. With the co-operation of this organization the cost is very low indeed to the individual advertiser.

The Vehicle Trade Press Committee of the Carriage Builders' National Association, since the Cleveland convention last September, has had prepared by eminent artists a series of handsome posters, done in colors, designed to give favorable publicity to the horse and all his accessories, such as buggies, harness, whips and other horse equipment.

This poster, a miniature reproduction of which is shown herewith is 15x28 inches, and is printed in four colors. The cut gives but a faint idea of the interest-getting effect of the poster itself. A space is left blank at the bottom for the insertion of the dealer's or manufacturer's name and address

It is desired that every one interested in the sale of carriages and horse equipment shall have the opportunity to inspect this

poster, and a sample, with the special low prices quoted, will be sent to dealers who make the request on their business stationery. Address the Vehicle Trade Press

The Pleasure of the Road



The C. B. N. A. Advertising Poster

Committee, A. M. Ware, Chairman, 1010, Arch Street, Philadelphia.

In Pushing the Engine

One of the first things a dealer should do after securing a line of engines is to ask the manufacturer for a cut of the engine, which he

should use in a good strong advertisement in his local papers, setting forth some of the best talking points possessed by the engine he handles.

If the engine is one that can be sold at prices that are as low, or lower, than other engines have been sold in the community, quote prices in the advertisement. If the engine has superior qualities that make it necessary to get higher prices than other engines have been sold by other dealers, dwell on the superior features, but leave price quoting until you have the prospective customer where you can talk to him.

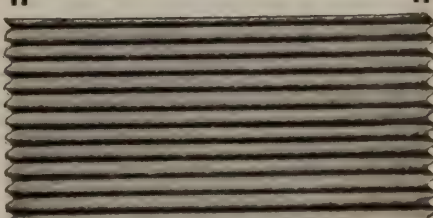
Russia's Machinery Market

With a cessation of machinery importations, and the impossibility of supplying the home demand, a particular need is felt in Russia for harvesting machinery, especially reapers with automatic ejectors and binders. The available supply does not exceed 15,000, while the average annual demand is between 40,000 and 50,000. The Minister of Agriculture has asked for an appropriation of five million roubles (\$2,575,000) for two years to serve as a fund for the purchase of harvesting machinery and implements.

You Can't Sell a Farmer Implements

If he intends to spend all he can spare on a new barn or house.

Why not be in a position to sell him a good METALLIC ROOF?



Deepest Corrugations Made

The Demand Is Increasing!

Write us to-day for the Agency. Our Line is very complete, including a reputation that makes sales easy.

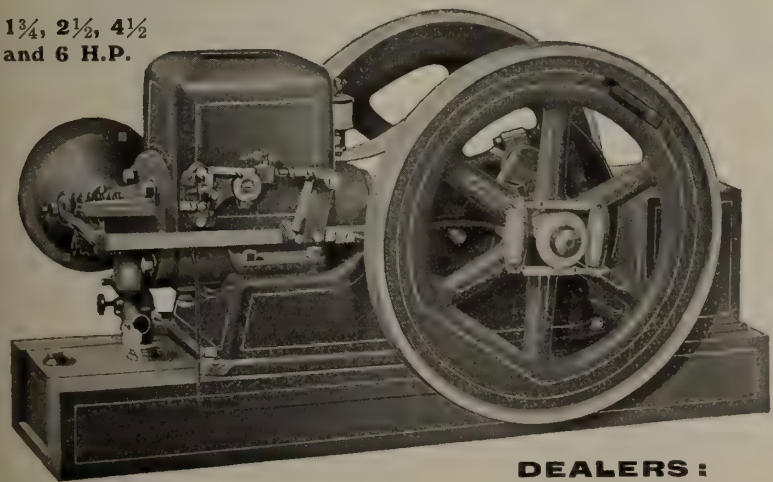
NO STOCK TO CARRY! Just ask for Catalogs and get started.

We assist you to secure the Orders.

The Metallic Roofing Co., Ltd.  
Manufacturers  
797 NOTRE DAME AVE.,  
WINNIPEG

Handle the "Jumbo" Line

1 3/4, 2 1/2, 4 1/2 and 6 H.P.



DEALERS:

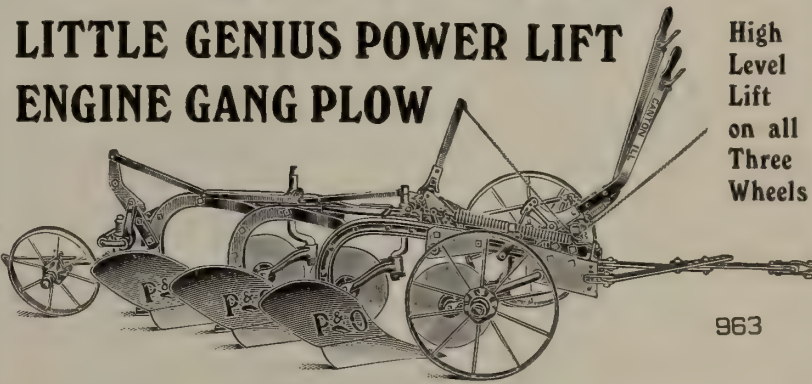
"Jumbo" Gasoline Engines are specially designed for close regulation of speed. Economical, reliable, durable, simple. No mechanical knowledge required to operate them. Suction feed, with needle valve and air regulator; gasoline-kerosene carburetor; make and break ignition; hit and miss governor. Battery or magneto ignition. On skids, strong iron sub-base or trucks. Write to-day for our agency proposition.

Manufactured by Nelson Brothers Company Saginaw, Mich., U.S.A.  
Western Canadian Jobbers  
Tudhope-Anderson Co. Limited  
Winnipeg Regina Saskatoon Calgary

P&O

LITTLE GENIUS POWER LIFT ENGINE GANG PLOW

High Level Lift on all Three Wheels



963

MERIT POINTS

The P&O Little Genius is a light, efficient little power lift engine plow for the small tractor. With any tractor it constitutes the ideal one man outfit.

Power furnished by the land wheel, raises and lowers the bottoms at the will of the engineer.

High Level Lift on all three wheels gives ample clearance for trash in turning or transporting. Only one trip rope is required.

Rear Wheel Lift responds instantly to action of power lift device. No sliding parts. No strain on lifting parts while plow is at work.

Bottoms are Forced—not merely dropped—into the ground by the whole weight of the plow.

One Half as Much Power Required to raise the bottoms of the P&O Little Genius as is required on any similar plow. Note absence of spuds on power wheel.

Swinging Levers—When the plow is at work the levers are within easy reach of the operator from his position on the engine, but as the bottoms raise the

levers swing back over the plow out of the way, and do not interfere with the engine in turning.

Spring Balanced Bottoms. The levers and bottoms are counterbalanced by heavy springs, making their operation extremely easy.

Pin Break Hitch—Better than an insurance policy—protects both plow and engine against danger of damage from striking hidden roots or stones.

Hitch Adaptable to Any Tractor. Cone Coupler Bearings permit taking up all looseness occasioned by wear.

Great Bottom Clearance—The P&O Little Genius has made good repeatedly in ground so trashy as to render other plows almost useless. If you get a chance, compare the 19 inches bottom clearance of the Little Genius with that of any other plow.

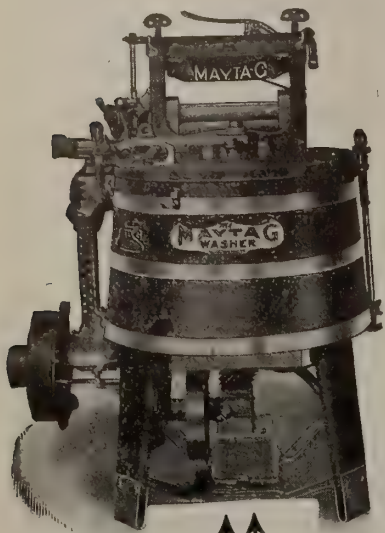
Three Sizes—No. 2 is made in 2 or 3 furrow, with 12 or 14 inch bottoms. No. 3 is made in 4 furrow with 14 inch bottoms. A third plow attachment can be furnished for the No. 2, 2-furrow.

Jointers or Knife Cutters can be furnished.

Made by PARLIN & ORENDORFF CO., Canton, Ill., U.S.A.

International Harvester Co. of Canada, Ltd. Sales Agents for Canada  
Winnipeg, Brandon, Regina, Saskatoon, Yorkton, North Battleford, Estevan, Calgary, Edmonton, Lethbridge





## SEE THAT ENGINE

It is positively the only successful engine of its kind on the market—it operates on gas, gasoline, kerosene or alcohol—about 5c. worth does the wash—it is the principal exclusive feature of

### The Maytag Multi-Motor Washer

This washer will not injure the daintiest linens or the most delicate laces and it will handle the heaviest blankets—doing the work twice as well and in less than half the time required by the old fashioned washer or back-breaking, knuckle-skipping wash board and tub.

This Multi-Motor added to the Electric, the Hand Machine, and the Regular Power, which is run by separate engine, makes our line complete.

The Maytag Multi-Motor Washer is breaking all sales records for us, and we know it is selling fast for our dealers.

The price fits the moderate purse, but puts a generous profit in your pocket. Get some of this good business. Be the FIRST one to supply the demand in your town.

Now, listen! Some live, progressive dealer in your territory is going to make BIG MONEY handling the Maytag Multi-Motor Washer—and it might as well be YOU.

You positively CAN sell this washer and, if you don't, your competitor will—and pocket the profits. Get in on this while the "getting" is good. Remember, the proof of progressiveness is showing new things FIRST.

If you are in business in Alberta, write to the Merchants Hardware Specialties Ltd., Calgary, for full particulars.

**The Maytag Co., Ltd.**

Logan and Arlington

WINNIPEG

MAN.

### Vehicle Demand and Supply

In these days we are generally so much interested in the supply and demand of raw materials for goods made almost wholly of steel and iron that we are prone to overlook the effect upon the vehicle business of current conditions. A writer in the "Spokesman" very pertinently points out how during the past few years vehicle manufacturers have been carrying very light stocks of raw material, while the makers of raw material, as required for the vehicle and carriage business, have also had very little material in hand. On a product of 15,000 jobs there is required in construction some 800 to 1,000 tons of steel. From November last up to this date steel has advanced roughly \$15 a ton, representing an increased cost in steel alone, on a 15,000 job production, of over \$12,000.

While manufacturers may have contracted for their requirements, these estimated requirements are, as a matter of fact, much less than the present demand requires—while the conditions of the steel market are such that no certainty can be had as regards the delivery of raw material. This condition obviously affects the supply of

springs, axles, bolts, screws, arm rails, bow sockets and all classes of forgings.

There is, moreover, a marked shortage of such materials as carpets, head linings, trimmings, rubber goods, drills, buckrams and ducks. Wire, as used in cushion springs, tire wire and nails are all steadily advancing in price. Woodwork, such as piano box bodies, is advancing and is hard to secure, while, beyond all these shortages in vehicle materials, paints of different shades are being found very difficult to obtain. It is needless to comment, says this authority, on the shortage that exists as regards leather.

Coincident with all the above is the fact that the vehicle manufacturers of the United States are running their plants to 100 per cent greater capacity than at this date last year. There is, generally, a demand existing which will be nearly as large, if not equal to, the banner year of 1910.

Conditions being such, it behooves the dealer who has not already ordered his requirements for spring and summer to place his order without further delay, as there is not only a possibility of his being disappointed in securing his goods when he most needs them, but he also may be

confronted with a change in price, for if the conditions outlined above continue to become more strained as the season advances, the manufacturers of vehicles will be compelled to raise their selling price to correspond with the advance in the cost of materials.

### Hitching on to the Harrow

While the sale of an individual harrow may be a small item, the volume of the harrow business as a whole can be made a very profitable item in the year's turnover. That the harrow is one of the most useful of modern farm implements cannot be gainsaid, and the fact should not be forgotten that the efficiency of the harrow in preparing the seed bed is of considerable importance in determining the size of the crop on which the farmer depends, and consequently upon which hinges the prosperity of the implement dealer.

To put seed in among clods is bound to starve the plant, for the food elements are locked up in the clods. Every farmer knows this, yet a great many of them fail to give this sufficient consideration in their eagerness to get their seeding done. They all know it pays to put the seed bed in just as fine a condition as possible, but there is a practical limit beyond which they do not usually go, especially when time is limited as it generally is in the seeding season.

Of late years the harrow has been a neglected implement. Agricultural engineers have devoted most of their time to the development of other types of farm machinery, and few important improvements have been made on harrows. There has, of course, been the development of the harrow attachment for plows, with the various claims advanced for the economy of using this type of implement, but few special types of harrows have been put upon the market. The ordinary, rigid, strong and simple peg tooth harrow still seems to fill the vast majority of individual requirements, and from the dealer's standpoint it largely amounts to a choice of the type possessing the best construction and most efficient in doing the work for which it is intended. Tastes vary as between the wood and steel harrow, and between the efficacy of the slant tooth and the vertical tooth. Each has its advantages in performing certain operations. Ease of draft owing to tooth formation is a point that is rarely overlooked by the customer—the wedge-shaped tooth having many adherents.

A great amount of the success

## "MALTESE CROSS" PARAGON Tread Tires



### THE TIRE THAT BRINGS YOU BACK

Some makes of Tires bring you back—for an adjustment, BUT—PARAGON Tread Tires bring you back to your starting place, a satisfied user.

**Gutta Percha & Rubber, Limited.**

Fort William   Winnipeg   Regina   Saskatoon  
Calgary and Edmonton



attending the sale of harrows is without doubt due to the fact that a man has in stock an implement which will give his customers the best possible seed bed with the minimum expenditure of time and labor. As soon as farmers in a district realize that one type of harrow gives better results, they are not slow to invest in it even although the implement they have may be good for years of service.

#### The Sale of the Tractor

It has been proven that the tractor is a thoroughly practical machine, and one which the farmer can use at a profit. The manufacturer has developed this machine to a plane of reliable efficiency, and at a reasonable price, but the future of the tractor business calls for a concise analysis as to how the tractor must be sold.

If the price of the small tractor may seem relatively high, it is more than anything else due to the fact that the manufacturer must base his prices on the method of payment. It stands to reason that the farmer, getting as he does cash for all he sells, could, if he wished, pay cash for a tractor, with the result that he can buy the machine at a better price than it could be sold if it were on one to two year's time.

The fact is that the manufacturer puts so much cash into the machine. He pays cash for his iron, steel and accessories; he pays cash for the labor of his draftsmen, pattern-makers and machinists. A considerable sum of hard cash is, therefore, necessarily invested in the production of every tractor placed upon the market.

Consequently, if the farmer persists in buying on time, the manufacturer must become a banker, or if not he the man who carries the farmer's notes. To produce the machine on time terms it necessarily implies, then, that interest must be added to the selling price, and the purchaser must necessarily stand this expense.

Any man with a knowledge of the implement business is aware that a certain amount of worthless notes are always in evidence. Furthermore, collections on credit business cost money. All these factors must be considered in the time price of the machine. Consequently, it stands to reason that if the farmer actually considers the price of the modern tractor unreasonable, that price is the result of the way in which he wishes to purchase the tractor. It is a peculiarity of human nature that the man who would fly off the handle

if you asked him to pay cash for a tractor, will with cheerful alacrity pay spot cash for an automobile. We leave it to the reader to say which of the machines are most important to the operation of the farm. It would, without doubt, pay the farmer to borrow money from the bank to buy his tractor at the cash price rather than buy it on time, and it is a good sign that so many tractor manufacturers are pricing their machines on a cash basis. The tractor business will only be profitable to the farmer, manufacturer and retailer when it is done on a cash basis, and there is no reason why it should not be carried on on the same basis as the sale of the automobile.

#### THE PLAINT OF THE SALESMAN

As I wearily tote my grip  
To catch the westbound train,  
Hitting out on another trip  
There's a thought that brings me pain.  
From every implement store  
That I leave on my westward path  
Comes words once more that I abhor—  
They fill my soul with wrath.  
"Where do you go from here?"  
How tired I get of that phrase!  
Out of the year it greets my ear  
Three hundred and sixty-five days;  
As I leave home after a rest  
The conductor on the train  
Takes a grip on my mileage strip  
And fires it at me again.  
The hotel man, like the lot,  
As I pay for his high priced cheer,  
Rings up my bill in his yawning till,  
With a "Where do you go from here?"

#### When Shortening Terms

Take notes on delivery for all time sales. Stick to the rule absolutely. Many a time sale will thus be changed to a cash transaction.

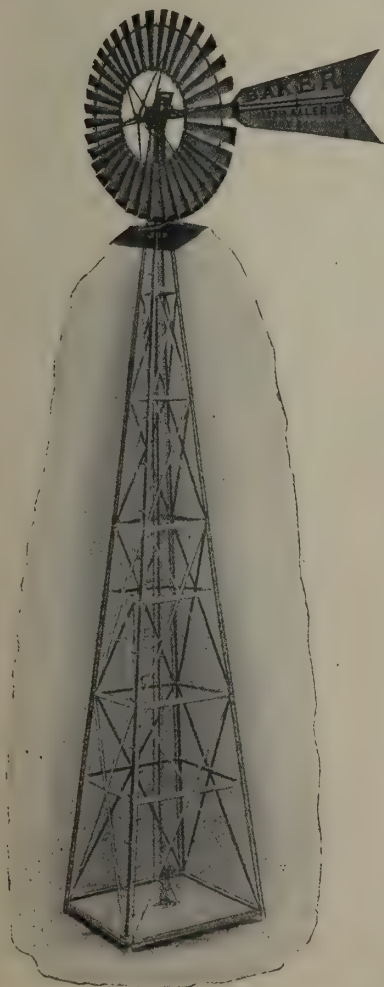
Charge interest from the date of these notes. If possible demand a little more interest than the banks. Your customers will then understand you are not in the money-lending business, that you are doing this as accommodation.

Make a difference in price between cash and time sales. You are justified in doing this because all time sales involve a certain risk and postpone your turnover, disadvantages that are not covered by the interest.

#### The Modern Way

Elbert Hubbard once said: "Men everywhere are recognizing that organization, co-operation and reciprocity are better than rivalry, strife and destructive competition."

Capital and stock do not make a successful business. A man must be inserted somewhere in the combination.



## The "Baker" Ball Bearing Wind Engine Means Satisfaction to YOU

The "Baker" warranty is the strongest ever placed on a Windmill or similar Product

### IN USE WHEREVER THE WIND BLOWS

Windmill power is growing in popularity, as it is economical and requires little attention. For pumping water no power can be compared with the Windmill.

Machines are any contrivance employing motive power.

The principal motive powers employed by the Farmer or Suburbanite are Hand Power, Horse Power, Gasoline Power and Wind Power. Wind is as free as ordinary dirt. It is the most reliable and positive in action, and, therefore, a good Windmill is the most satisfactory machine or contrivance to sell.

You do not have the complaints coming back to you that this machine requires more Hand Power, more Horse Power or more Gasoline to operate than you assured him when you consummated the sale. Nothing whatever to complain about after the windmill is properly erected; he will make use of it, too, practically every day in the year.

For the farm implement dealer every Baker sale means much more than just a business transaction. It is a strong tie that will make a customer a friend. It will create a chain of confidence, and it will inspire your customer to call upon you for other wares you may have for sale.

Write to-day and be advised what the "BAKER" means to you and why the agency for this superior line will become a valuable asset to your business.

**THE HELLER-ALLER COMPANY**  
WINDSOR, ONT. REGINA, SASK.



### The Rest of the Story

An advertisement is only an introduction! It is only, so to speak, the first chapter in a story. Why not read the rest of the story? Many dealers do so. They form the habit of answering such advertisements as interest them, and they learn from experience that the following chapters are worth asking for. They are illuminating on the points which the dealer wants to know, and they help him decide the question whether he wants to buy a stock of the advertised goods or not.

Possibly, however, some of us only read the advertisement that happens to catch our interest, but we never write the advertiser of the goods or for further information. We are attracted by the advertisement; we read it through and tuck it away in our memory—and there it remains!

But we don't "take our pen in hand" to ask for the rest of the story. Just because it hasn't been our habit to do so. Yet, if we did this at once, when an advertisement interests us, we might find it profitable.

### That Tired Feeling

The day of the merchant who spent seventy-five per cent of his time seated on a box running the politics of the country is past. Inefficiency has received its death warrant from competition. No man can, nowadays, expect his community to pay him enough profit on two sales a day to support he, his store and his family. This development of efficiency in the retail trade is a natural evolution and a national blessing.

To be lazy, ignorant and inefficient is to be a brief sojourner in the retail implement business. The maxim of Peter Keary holds true: "Get on or get out." It is a testimony to the efficiency of the retail implement trade that the majority of the men in it are hustlers—but not all. There still exists the type of man who is too prone to sit still and wait for the customer to come to him. He does not last long; but still he may exist. And, be it said, there are travelers who also are in the running for the cup as regards "tiredness" and disinclination to hustle. When a tired traveler and a tired retailer get together it is a sight for the Gods—and there is considerable time and smoke consumed with little benefit to either.

There is a direct connection between "busyness" and business. One develops the other. Efficient, persistent effort will accomplish wonders with any business. We must never forget that it is this



**CANADIAN FARM IMPLEMENTS**

THE OFFICIAL ORGAN OF THE  
**INTERPROVINCIAL RETAIL IMPLEMENT DEALERS' ASSOCIATION**  
 AND  
**SASKATCHEWAN RETAIL IMPLEMENT DEALERS' ASSOCIATION**

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A MONTHLY NEWSPAPER  
 DEVOTED TO THE INTERESTS OF DEALERS IN AND MANUFACTURERS OF  
 FARM IMPLEMENTS, VEHICLES, ENGINES AND MACHINERY

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Established in 1904 and Published Monthly by  
**Canadian Farm Implements, Limited**  
**F. D. BLAKELY, Manager**  
 811-12 CONFEDERATION LIFE BUILDING Telephone Main 518 WINNIPEG, CANADA

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**SUBSCRIPTIONS**  
 \$1.00 per year in Canada; Foreign \$1.25 per year. Single Copies, Ten Cents

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**ADVERTISING**  
 RATES MADE KNOWN ON APPLICATION  
 Change of Advertising Copy should reach this office not later than the 25th of the month preceding issue in which insertion is desired.

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**CORRESPONDENCE**  
 Solicited on all matters pertinent to the implement and vehicle trade. As an evidence of good faith, but not necessarily for publication, every correspondent must sign his name. We reserve the right to edit all matter submitted but do not undertake to endorse opinions expressed by correspondents.

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Member Western Canada Press Association  
 Entered in the Winnipeg Post Office as second class matter

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WINNIPEG, CANADA, APRIL, 1916.

low gear motion and lack of hustle that gives the catalog house its stronghold in a territory. It can't be stopped by anything but work, for right along these concerns act on the maxim to get every ounce of work they can out of their employees. Better service for less money is their slogan, and while we know that they cannot sell farm implements to advantage at long range, ninety per cent of what they do sell is sold through the development of their efficiency and a continuous hustle after every chance for a sale. If business is dull, we must create business. There is only one fellow who can afford to sit back and wait, and he is the undertaker. He knows that in the end the customer must always come to him—and even then he must do some canvassing lest his competitor gets the job!

### The Comparison of Cost

In the future of the tractor industry, one thing more than anything else which will build sales will be the better understanding on the part of the farmer of the comparative costs of horse and mechanical power. Let us assume that a farmer loses a horse. Instead of charging the loss to the power used in farm production, the farmer calls it "bad luck" and lets it go at that. It may be a

young horse which the farmer has raised from a colt, and which has just reached a useful age in a power sense. The farmer usually overlooks the fact that it cost him several hundred dollars to raise that horse to where it has become able to deliver him in return for his investment so many hours work daily.

Yet, if that farmer has a gas engine or a tractor and the machine gets out of order or suffers some reasonable breakdown, a big commotion is made at the expense of manufacturer or dealer. Any time lost or money expended is immediately charged to the cost of farm production. Why is this not true in the case of the horse?

### Provincial Charters Upheld

The British Privy Council has reversed the decision of the Supreme Court of Canada as regards Dominion and provincial corporations. It is held that a provincial charter in itself is sufficient for a company to conduct business in a province. The Dominion Government took the stand that a company incorporated by one province had no right to do business in another province without taking out a Dominion charter. This concludes a lengthy legal discussion on the subject.

### The Windmill Revival

The increasing demand for windmills for power and pumping purposes is a sure sign that while "gasoline may rise and rise, the wind blows on forever." There is little doubt that for pumping water the windmill is the logical and cheapest power in existence. With modern appliances, all-steel construction, and extreme reasonableness in cost, a windmill can be installed wherever it is most convenient to place wells, and the stock tanks kept full of water all the time by an absolutely automatic process. No attention is required and the running expense is nil. Lady Gasoline is a fickle jade and jumps around at an alarming rate as regards price, but so long as wind blows across these Western prairies, so long will the windmill be a form of pumping power which is practically unbeatable. Dealers would do well to investigate these factors in the trade, as there is no reason why a good business can't be built up in any territory on this class of goods.

### Study the Tractor

The successful implement dealer must study conditions as to new machinery and appliances as well as the needs of his customers. He should be thoroughly posted on every point of his business and the possibilities of improving the condition of his customers by selling them up-to-date farm tools.

If he is afraid of tackling the tractor business it is because he does not know about it, for there is nothing to fear after he knows all about it. This ignorance need not continue, for it can be disposed of by a thorough study of the tractor, both from a mechanical standpoint as well as a selling proposition.

### Confidence in Value

The implement dealer or the salesman that has not settled in his own mind that his goods are worth the money that he is asking for them, can never succeed and had best stop before he starts out. For before he has talked to his prospect ten minutes, the prospect has absorbed the information that the dealer is not quite sure that he expects to get the price that he is asking and if the dealer cuts in one case he will have to cut more or less in every case. So the result will be that the goods will be sold at so many prices that the line will become unattractive to the dealer and impossible to sell to his customers who fear that they are not getting the best price.





L. L. Smith

Above we reproduce an excellent photograph of L. L. Smith, general manager of Gray-Campbell, Ltd., whose West Canadian headquarters are located at Moose Jaw. Mr. Smith was born and reared on a farm in Misissquoi County, Quebec. Leaving home at the age of 21, he was engaged for several years in the hardware and cycle business in Toronto. Returning to Quebec, he was appointed assistant manager of the Montreal branch of the Frost & Wood Co., a position which he occupied until 1904. In that year he resigned and assumed the management in the Province of Quebec of the Wm. Gray, Sons Co., the well-known vehicle concern. When, in 1910, that company amalgamated with the Manson Campbell Co., under the name of Wm. Gray, Sons-Campbell, Mr. Smith continued as manager of the Montreal branch of the new organization, the business in Quebec easily keeping pace with the rapid growth of the parent house and factories at Chatham, Ont.

In February of this year Mr. Smith resigned at Montreal and was appointed General Manager of Gray-Campbell, Limited, with headquarters at Moose Jaw. This organization is one of the largest carriage distributors in the West, having branches at Winnipeg, Brandon, Saskatoon, Edmonton and Calgary. Mr. Smith is also sales manager of the Gray-Dort Motors, Ltd., for Saskatchewan and Alberta, this automobile concern being a subsidiary of the Gray-Campbell organization. He has been for some time interested in the development of Western Canada, being a member of an eastern syndicate that owns a large tract of land in Alberta. Essentially a lover of farming,

Mr. Smith at present operates a farm and ranch in the Vermilion district. In a recent interview, he voiced his enthusiasm over the future of the Canadian West. "Business promises to be good for our company during 1916," said he. "All signs indicate that the slight shaking down of the last two years has placed business in the West on a more substantial basis. We are now entering an era of prosperity that should satisfy even the unbounded optimism of the Westerner." With his wide experience and marked executive ability, we are confident that Mr. Smith will be a valuable adjunct to his company in his responsible position as Western general manager.

### The Financial Statement

Oftentimes the retailer finds it difficult to negotiate loans at the bank largely because he cannot produce a clear and concise statement of his assets and liabilities. The bank is simply a business institution which loans money to business men whose security is sound. It will extend credit, and will report favorably on the merchant who can clearly show by balance sheets his financial stability—yet many men and often singularly acute business men, are denied credit to help them extend their business operations simply because they can show no statement which will allow the banker to ascertain their exact business standing. To this fact more than any other is due the reason that many a retailer has to limit and confine his business through lack of credit to finance his operations. Brains, ability and knowledge of the goods, are all valuable attributes, but the bank—like the man from a certain state—has got to be shown! It surely is only good business practice to be able to produce such a report, the lack of which may curtail opportunity for any retail merchant.

### Reducing Selling Costs

In the retail implement business the shortening of terms would amount to an unmixed blessing. To lessen the cost of distribution is a consummation devoutly to be hoped for. With shorter terms we could obtain a quicker turnover of capital, could take cash discounts and reduce the losses which inevitably follow long time sales. The cost of handling goods would be lowered as a result of a quicker turnover, while less warehouse space would be necessary—leading to cleaner stocks and better buying.

The ultimate effect would be that the dealer would become more truly a merchant and less an agent. The economy effected in the cost of handling would lead to lower prices to the customer, while dealer, jobber and manufacturer could still obtain a legitimate profit for their service. A dealer's association in the United States recently endorsed this feature in the business, while also suggesting that the manufacturer could greatly reduce the cost of handling stock by the elimination of canvassers—a point in which the dealers of the Canadian West will concur.

### The Buggy Comes Back

In a great many territories we have been too ready to fall down and worship King Gasoline and the cars he propels via the gas engine route. We came to regard the vehicle business as a thing which was largely pushed off the business map by the rhythmic roadster and the ubiquitous touring car. In short we got scared at the growth of the automobile business and honed toward the sale of the gas-driven vehicle.

What happened during this passing neglect? The mail order concern never stopped to consider the automobile industry, but went right ahead advertising and selling its buggies, harness and equipment. They realized that the local dealer was drifting from his former assured position as the purveyor of vehicles and was interested more or less in the development of automobile sales in his territory. Quick to take advantage of the situation, they placed many an inferior job throughout the West where the dealer might have profitably sold a good standard vehicle. It is time that we got back to the vehicle business, especially when gasoline is soaring in price and the price of automobiles certain to rise. The first essential for a renaissance of the vehicle trade on the part of any one dealer is to have a good stock on hand and to keep it in good shape. The majority of Western farmers are not yet in the automobile class, but the demand for horse-drawn vehicles has been, and is, a thing that the dealer can depend upon and ought to do his utmost to develop in his particular district.

Do some preliminary work—find out who will want a plow or seeder or harrow or tractor in the spring. See the prospective customer personally or write him a personal letter and don't let up until he has bought the required implement.

### Personal

Martin Walker is a new dealer doing business at Osage.

P. W. Peterson is a new implement dealer at Creelman.

John McCurdy is a new dealer doing business at Heward.

P. E. Worick has opened a garage and repair shop at Prelate.

D. J. Hazlitt is the latest addition to the trade at Glenbush.

J. H. Klein is now carrying on an implement business at Estuary.

Henry Elsasser, a dealer at Prussia, has sold out to B. Wilke.

H. E. Wooley, a dealer at Edenwold, has sold out to J. Mohr.

A. L. Bishman, Eyebrow, has sold out to a firm named Jackson & Lee.

Tetrault & Son is the name of a new implement concern at St. Pierre.

Lars H. Anderson has commenced a retail implement store in Fusilier.

Rochon & Plourde succeed C. T. Dodds as implement dealers at Ponteix.

Edward Mylrea has discontinued his implement business at Ruddell.

James Gerein is the latest addition to the implement trade at Odessa.

A. Nerpin succeeds M. J. Johnston in the implement business at Weldon.

Wilson Bros., Central Butte, have dissolved; C. W. Wilson continues.

McNair & Anderson, dealers at Gladstone, have registered a partnership.

Archie Dickson has discontinued his implement stand at Scotsguard.

Hector Cameron sold out his implement business at Shoal Lake to J. M. Schank.

It is reported that J. H. Woods has sold out his implement business at Carman.

G. Houghtaling succeeds A. J. Andres in an implement business at Maymont.

George Baylan succeeds Geo. Shore in an implement business at Fort Qu'Appelle.

R. J. Pollock has bought out the implement business of Fred French at Fillmore.

It is reported that S. J. Girardin, Somerset, has sold to Dean & Rutledge, Swan Lake.

Bailey & Black is the name of a new concern handling implements in Fort Saskatchewan.

J. R. Highet has bought out the implement stand of F. M. Chapman at Oak River.



C. H. Wallace is a new dealer at Austin, where he handles the I.H.C., Deere and other lines.

It is reported that T. F. Paul is selling out his implement and hardware interests at Quinton.

Begin Bros. have dissolved partnership at La Fleche. W. Begin carries on the business.

Paradis & Bruce, Meyronne, have dissolved. The last-named partner continues the business.

J. Vennard has sold his implement business at Findlater to a dealer named George Caldwell.

James Mitchell has sold his implement business at Glen Ewan to a firm named Winteringham Bros.

Seymour Smoke has sold out his implement business at Webb to a dealer named Thomas Smith.

H. S. Neely now carries on the implement stand at Govan formerly controlled by J. D. McHattie.

W. P. Landon, Red Deer, has sold out his implement interests at that point to a firm named Kay & Smith.

Smith & Co., the implement concern at Edmonton, have been succeeded by T. E. Powers and E. L. Tuttle.

Bayne & Wilton, dealers at Kennedy, have sold out to a firm

trading under the sign of Barclay & Wilton.

The firm of J. S. Wright & Co., Lumsden, has been dissolved. T. B. Cook will continue the business alone.

A change has taken place in the personel of Eisenach & Nelson, Admiral. The firm's name now is Humbel & Nelson.

The firm of Mooney & Finch, at Tribune, has been reorganized. The name of the concern now is Berger & Mooney.

W. J. Blodgett has discontinued his implement business at Limerick, while A. A. Walberg is a new dealer in the same center.

Lewis & Prentice, implement dealers at Waldeck, have dissolved partnership. L. B. Prentice now has sole control.

The Forget Implement Co., in the town of that name, has made an application to change its name to the Forget Trading Co.

The firm of Gregson & Huffman, Clavet, has been dissolved. In future J. L. Gregson will have sole control of the business.

J. A. French has taken a partner into his business at Gowenlock. It is now carried on under the heading of Butler & French.

The Hero Mfg. Co., Winnipeg,

has made application to change the name of the concern to the Munro-Hero Manufacturing Co. Ltd.

The firm of Dobson & Johnson, Woodrow, has been broken up, the first-named partner remaining. Firm's name now is Dobson & Reid.

F. H. Stiles has sold out his business in Prussia to F. C. Dennis. By the way, can't a respectable name be discovered for this town?

Sir Lyman Melvin-Jones, president of the Massey-Harris Company, Toronto, has been elected to the board of the National Trust Company.

The firm of Galbraith & Warrenner, Cadillac, has been broken up. In the future George Galbraith will manage the business alone.

R. J. Underwood, formerly with the I.H.C. exhibit at San Francisco, Cal., has been appointed assistant manager at the Saskatoon branch house.

A. W. Pierson, formerly cashier at Cincinnati, O., has recently taken up a similar post in the Estevan branch of the International Harvester Co.

J. W. Morrow succeeds Morrow Bros., dealers at Aneroid, while in the same town John J. Ashby has added implements to his automobile business.

J. E. Ruby, general manager of the Frost & Wood Co., Smith's Falls, Ont., accompanied by his wife, is at present enjoying a well-deserved holiday in the Bermudas.

On March 28 the John Deere implement agency at Lemsford, owned by W. J. McKenzie, was completely destroyed by fire. The loss is estimated at approximately \$2,000.

E. A. Mott, western general manager of the Cockshutt Plow Company, accompanied by Mrs. Mott, is at present on a vacation to New York City and Atlanta City, Ga.

Ernest Codd, formerly a traveling representative for the J. I. Case T. M. Co., recently left Lethbridge in order to assume the agency at Brandon for the Chinook Coal Co.

J. W. Thompson, a baker at Young, has added implement lines to his business. He has, at all events, a long experience in handling the "dough," so he should do a good cash trade.

Jensen & Ward is the name of a new concern handling implements at Shaunavon, while another new implement enterprise in the same town is known as Stoughton & Ward.

P. B. Ostrom, the implement

dealer at Empress, has commenced the construction of an implement warehouse on Third Ave. in that town. The building will be 20 x 40 feet.

The International Harvester Co. have purchased lots on Railway St., in the town of Blackie, where they will erect a commodious warehouse to take care of their stock at that western point.

Peoria, Ill., has been chosen as the next meeting place of the Illinois Retail Implement and Vehicle Dealers' Association at a meeting of the board of directors. The convention will take place early in December.

E. L. Garner has been appointed manager of the Chicago branch of the Sharples Separator Co. Mr. Garner has had 25 years' experience in the machine business, with the Adriance-Platt, Rumely and De Laval organizations.

Gillespie & Murphy, a new implement organization at Melfort, have absorbed the implement business of A. C. Gerow, and will carry the International lines and also automobile agencies. We wish the new concern success at that point.

The Ford Motor Co. of Canada will build an assembling plant in Calgary at a cost of approximately \$200,000. A site has been secured at 8th St. West and Eleventh Ave. The initial building will be 130 x 200 feet, four storeys high.

J. J. Gooze, the implement dealer at Granum, who handles the Massey-Harris line, recently took over the implement business formerly owned by J. A. Elgin. He has installed W. McAllister, formerly of Claresholm, to act as his assistant.

The Maytag Manufacturing Co., Newton, Iowa, recently purchased property on Washington Ave., N., Minneapolis. On this property the company propose the erection of a six-story office building. The property is valued at \$21,000, and the building will cost \$50,000.

Letters patent were recently issued for the firm of J. F. Walker, Ltd., Portage la Prairie, to carry on a general implement and vehicle business. Mr. Walker is an implement man of wide experience, and we wish him all kinds of success in his new organization at that center.

The American Well Works, of Aurora, Ill., have started putting their new Canadian plant at Chatham, Ont., into shape for manufacturing operations. The company will make drilling outfits and pumping machinery. F. J.

(Continued on page 16.)



### IS A GOOD PROFIT LINE

You will profit liberally by co-operating in our selling plan. A number of best territories are open. We are the only manufacturers of genuine "Acme" Harrows, already well known to your customers. "Acme" quality, "Acme" reputation, and our strong advertising campaign in your territory, will help you. Your customers will surely want "Acme" Harrows.

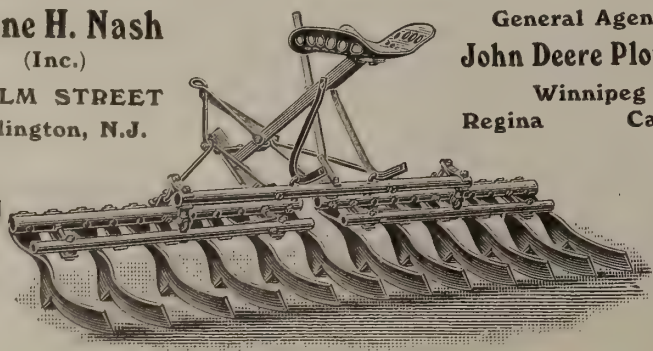
Apply at once for the "Acme" agency for your locality.

**Duane H. Nash**  
(Inc.)

10 ELM STREET  
Millington, N.J.

General Agents:  
**John Deere Plow Co.**  
Winnipeg  
Regina Calgary

No. 23—  
One of the  
many  
"Acme"  
styles







# LIGHT DRAFT NEW DEERE SULKY & GANG

## Repeat Sales Determine Your Profits

If you sell only one implement to a customer, where does your profit come in?

But if you sell that customer all his implements your profit is worth while.

Repeat sales are the profit makers—always.

Satisfied customers mean Repeat Sales.

Quality goods will satisfy your customers.

New Deere Sulky and Gang plows are quality plows; sold as such and so known to your customers.

The name "John Deere" on an implement fixes the quality and has done so for seventy-five years.

### ALL PLOWS EQUIPPED WITH DEERE QUICK DETACHABLE SHARES

Save 80 % of the time required to change ordinary shares.

Only one nut to remove. That nut is handy to reach, too.

*We have an Illustrated Booklet describing the New Deere Sulky and Gang. Ask us for it.*

**John Deere Plow Co., Ltd.**

Winnipeg  
Calgary

Regina  
Lethbridge

Saskatoon  
Edmonton





Lukins is manager of the Canadian branch of the company.

J. W. Ackland, president and general manager of D. Ackland & Son, Winnipeg, recently returned to his desk after a business trip which took in Chicago and other points in Illinois. Proceeding east Mr. Ackland visited Detroit, Hamilton and Toronto. He reports business prospects for his firm as excellent.

Dealers will regret the passing of Jack Lindsay, manager of the Massey-Harris Company at Swift Current, who died March 6 at that town. Well known to the trade during his many years sojourn in the West, his genial personality leaves another gap in the ranks of the implement "old guard." He leaves a wife and three children.

We regret to report the death at he front of Major W. H. Belyea, manager of the Miramichi Farm Implement Co., Newcastle, N.B. Second in command of the 26th Battalion, Major Belyea, after being wounded, returned to the front on March 10. On March 20 he was killed in action. He is survived by a widow and five children.

We recently had a visit from Adolf F. Carlzon, traveling representative for Nickels & Todson of Stockholm, Sweden. Mr. Carlzon is locating connections for the

sale of the cream separators produced by his concern, the "Upsala" and the "Tor." His company have an American branch in the Woolworth Building, New York city. Proceeding westward, Mr. Carlzon will visit Regina, Calgary, Vancouver, Seattle and San Francisco.

David Drehmer, manager and secretary-treasurer of the John John Deere Plow Co., at Winnipeg, accompanied by his wife, recently left the city for a vacation in the south. Before returning to his desk, Mr. Drehmer will visit the various factories of the Deere organization in the United States. This is his first vacation in two years, and we trust that he may return from a well-deserved rest physically rejuvenated and ready for a record year's business.

One of the pioneers of the implement business died with the passing of John B. Bushnell, Minneapolis. The late gentleman was seventy-four years old, and was one of the founders of the Minneapolis Threshing Machine Company, with which he was associated for many years. He devoted much time of recent years to developing improvements on implements, working on a patent grain drill for years. He struggled for years with the problem of a drill which would cover the grain,

and still keep free from clogging with dirt. Success came too late! The patent covering the device arrived the day after Mr. Bushnell died.

E. E. Lyday, manager of the Maytag Co., Ltd., Winnipeg, recently returned from a two months' combined business trip and vacation, during which he visited the leading West Canadian cities, also Seattle, Portland, San Francisco, San Diego, Los Angeles and other centers in California. He was accompanied by Mrs. Lyday, and is now back at his desk fit as a fiddle for a big season's business for the products of the well-known concern which he represents.

We had the pleasure of a visit recently from E. B. Sawyer, president of the Cushman Motor Works, of Lincoln, Neb. Accompanied by F. D. Stone, auditor for the company. Mr. Sawyer spent a few days at the local branch of the company, looking into conditions along with Mr. Donovan. There is a continually growing demand for Cushman engines, and Mr. Sawyer reports that, notwithstanding additions to the factory which materially increased the output, the Cushman Motor Works have found it impossible—working day and night—to accumulate any great stock of engines.

### Emerson-Brantingham Busy

H. F. Anderson, manager, and E. H. Stutter, secretary of the Tudhope - Anderson Company, Winnipeg, recently visited the home office of the Emerson-Brantingham Co., Rockford, Illinois. While in the south, these gentlemen were accompanied by Fred T. Wright, of Calgary. These gentlemen, among other matters, arranged for an aggressive sales campaign in Canada of the E.-B. line of Foot-Lift farm machinery. The E.-B. line has now started its 16th year in Canada and has been continuously under the capable management of Mr. Anderson. Mr. Wright, at Calgary, will co-operate with the Tudhope-Anderson Co.'s salesmen in placing as large a volume as possible of the E.-B. line with West Canadian dealers, who will in reality buy direct from the factory through the Tudhope-Anderson Co., and Mr. Wright acting in the capacity of salesman. Back in 1900 Mr. Anderson started the sale of Emerson Foot-Lift plows and the Wide Cut standard mowers, whose popularity speaks volumes for the goods of the Emerson-Brantingham organization. The late development of other items in this well-known line should afford the dealers a remarkable prestige to work upon in the sale of E.-B. goods. The opportunity to buy direct from the manufacturer so well known and widely popular a product should appeal to West Canadian dealers. Mr. Wright will sell direct to dealers from stocks on hand at Winnipeg, Regina and Calgary, and full particulars may be obtained from him at Calgary, or from the Tudhope-Anderson Company at Winnipeg, Regina, Calgary or Saskatoon.

### The Rumely 8-16

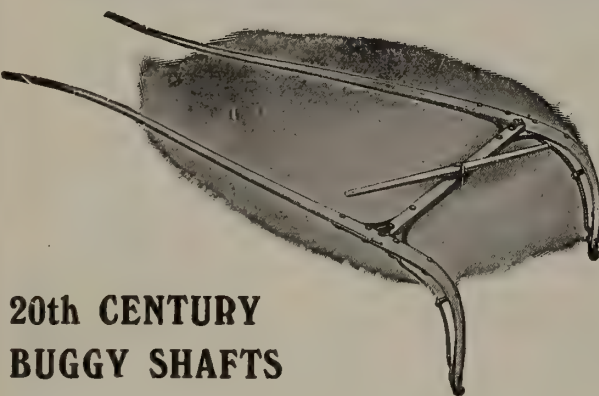
We recently received from the Advance-Rumely Co., La Porte, Indiana, a booklet descriptive of the Rumely 8-16 All-Purpose Tractor. Finely printed and illustrated with half tone engravings of this tractor in operation, this book should prove to be a valuable addition to tractor literature.

## Unequaled Facilities—Better Service

We manufacture a line of Ironed and Finished Poles, Shafts, Eveners and Singletrees that are leaders in their class. Why not investigate the Ackland Line?

### Standard Ironed Poles

These popular poles, in single or double bend, are substantially ironed and finely finished. Made in five sizes: 1 1/4 x 2; 1 3/4 x 2 1/4; 1 7/8 x 2 1/2; 2 x 2 3/4 and 2 x 3. Get our prices. It will pay you.

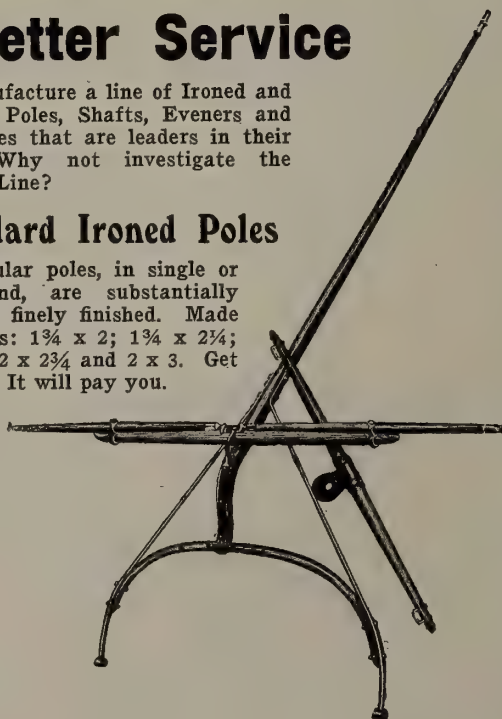


### 20th CENTURY BUGGY SHAFTS

Made with patented heel brace locks, fin head bolts, with wrought T bolts in end of heel. Strong, sword-end single-trees. Finely painted, finished and striped; best trimming only. Supplied with regular eye or standard couplers. The best shafts you can handle.

### BOLTED AND FITTED PLOWSHARES

Over six hundred patterns carried. Will fit practically every plow used in the West. Each share warranted an exact duplicate, and to fit as well as the original.



Get our latest Implement Supply Catalogue. We can save you money.

THE  
BEST  
PLACE

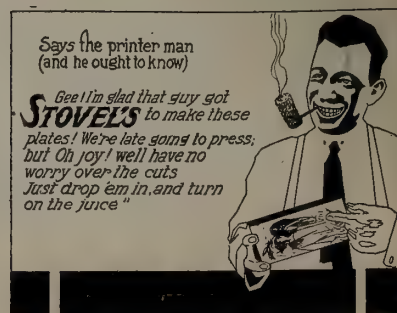
**D. Ackland & Son, Limited**

Calgary  
Edmonton



65-68 Higgins Ave.  
Winnipeg

THE  
BEST  
GOODS





Constructional details of the "eight-sixteen" are fully covered, while an excellent side view shows how the plows are incorporated in the frame design of the tractor.

Part of the book is devoted to a description of the Rumely "12-24," a three bottom tractor of sound design. In those tractors the plows are mounted underneath the frame and directly behind the drive wheel in such a way that the draft of the plows balances the machine. This is a patented feature in Rumely tractors. Stubble, general purpose or breaker bottoms are supplied as specified. Interested dealers would do well to write the Advance-Rumely Co. at La Porte, Ind., or the nearest branch house, for full particulars of these machines.

Economists state that under prohibition the breweries of Western Canada will make splendid cheese factories. Who wants to eat cheese, anyway?

## A Thistle Destroyer

A machine designed to destroy the Canada thistle has been invented by two Wisconsin men and will be manufactured by a machine concern at Kaukauna, Wis. The machine is said to resemble somewhat a hay rake in appearance, with a revolving cylinder bearing steel fingers which pull off the thistle heads but allow grain to slip through.

## Fencing for Poultry

One of the best investments for poultry is the strong, durable "Peerless" poultry fencing made by the Banwell-Hoxie Wire Fence Company, Ltd., of Hamilton, Ont. Here your customers have a perfect protection for the small chicks. They can't get through.

This material is made of open hearth steel wire and is securely locked together at each intersection of the wires. Will outlast ordinary poultry netting several

times over, always looks trim, needs less posts than other kinds of fencing and is a most economical poultry fence.

This firm wants to hear from dealers. Poultry raisers should see this fence. It is a most satisfactory line for any dealer to handle.

Write for catalogue describing it, together with ornamental and farm fencing, gates, etc., mentioning this publication.

## The Ethics of Honesty

If a man has no other reason for being honest than that it is the best policy, he is likely to be dishonest whenever the dishonest policy seems best. For disguise it is as we may, honesty is not always the best policy, in a material sense. Witness the number of rascals who succeed, and who succeed simply because they are rascals.

The only reason for being honest and upright is because it is right to be so.

## PASS IT ON!

If your cost of goods advances,  
Pass it on, pass it on!  
Do not take unseemly chances—  
Pass it on!  
Keep your fingers from the fire,  
For the price will go still higher;  
Just collect it from the buyer—  
Pass it on!

You can't afford to absorb it,  
Pass it on, pass it on!  
Or you'll soon restrict your orbit—  
Pass it on!  
Why your profit throw away?  
You will need the coin some day,  
For you always have to pay—  
Pass it on!

Your customer expects it—  
Pass it on, pass it on!  
If you don't you'll make your exit—  
Pass it on!  
If you'd stay in business,  
Keep your loved ones from distress,  
Save yourself an awful mess—  
Pass it on!

—Implement and  
Tractor Trade Journal.



## LONDON "HANDY"

### Concrete Mixer

Pays for itself in fifteen days' use. It mixes any kind of concrete or mortar. Send for catalog No. 1 K. London Concrete Machinery Co., Dept. K, London, Ontario. World's Largest Manufacturers of Concrete Machinery.

# CUSHMAN Light Weight Engines

## FOR ALL FARM WORK

### 4 to 20-H.P.

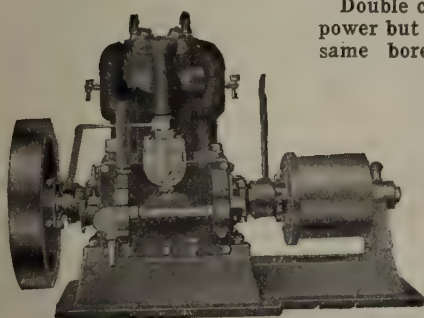
Cushman 4-Cycle Engines are built to run without trouble and to do things no other engines will do. They represent a great advantage over ordinary stationary engines, in vertical balanced design, material and workmanship. Highly efficient because of light weight, higher speed, reduced friction and lower operating cost.

Cushman Engines are the lightest weight farm engines in the world, yet they are even more steady running, quiet and dependable than most heavy engines, because of Throttle Governor, perfect balance and almost no friction nor vibration.

Direct water circulating pump, preventing over-heating, even on all-day run. May be run at any speed desired; speed changed while running. Enclosed Crank Case, gears running in bath of oil. Equipped with Schebler Carburetor and Friction Clutch Pulley. Mounted on Truck or Skid as preferred.

Because of very steady speed, the Cushman makes the best power sold for Cream Separators or Milking Machine, or for electric lighting outfits.

## 8 H.P. Cushman. Weight 320 Lbs.



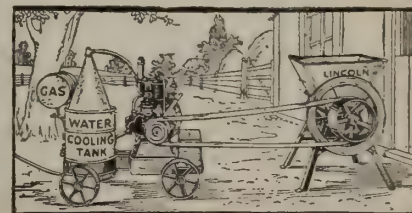
Double cylinders mean not only double power but steadier power. Each cylinder same bore and stroke as in 4 H.P. Throttle governed; equipped with Schebler carburetor and friction clutch pulley. The 8 H.P. Cushman is a splendid, powerful engine for heavier work than 4 H.P. can handle, such as heavy grinding, small threshers, etc., or for any power from 3 to 9 H.P. Ask us about the Cushman Agency offer. It will pay you.

8 h.p. with Straw Carrier and Hand Feeder. 20 h.p. with Wind Stack and Self Feeder  
15 h.p. with Wind Stack and Hand Feeder. Equipped with the famous Cushman 2-Cylinder Engines

## 4 H.P. Cushman Engine—Saves a Team on the Binder

The 4 H.P. Cushman is the one practical Binder Engine. Its light weight and steady power permit it to be attached to rear of Binder.

With a Cushman your customers can cut from 8 to 10 acres more and with fewer horses. If in heavy or tangled grain, and the sickle chokes, all they need to do is to stop the team; the engine clears the sickle. Binder runs the same, whether horses go fast or slow or stop. Binder will wear several years longer, as it is not jerked faster and slower by the horses. Attachments furnished for any binder.



# CUSHMAN MOTOR WORKS OF CANADA, LIMITED

289 Princess Street, Winnipeg, Man. Distributing Warehouses: Toronto, Ont. and London, Ont.

Builders of High Grade, Light Weight, High Power Engines for General Purpose Farm Work

Exclusive Selling Agents for: Fanning Mills—Smut and Pickling Machines—Vacuum Washing Machines—Lincoln Grinders—Lincoln Saws—Incubators—Universal Hoists—Portable Grain Elevators—Wagner Hardware Specialties—Mountaineer and Little Giant Neck Yoke Centres



### Pure Water and Profits

The human race must have water and pure water. The pure water problem is one of the greatest that confronts the world today, for even in our larger cities practically a fourth of the population do not have connections with the city mains. And life is impossible without water, since the human body contains 85 per cent of water in its composition. So, from hygienic reasons, if for no others, every well owner and every cistern owner should take precautions against the spread of disease and disease germs.

There is no article in the home water supply system that cannot be carried in stock by the implement dealer. When the annual spring well cleaning period commences, with its need of repairs, new pumps and so on, the dealer

who urges his customers to clean their wells and cisterns is placing himself in line for trade.

The cistern is an important factor in the home water supply but it requires constant care and attention. Filters spring leaks and soot and grime may be washed into them. Dirt in the eave troughs also contaminates the water. Also eave troughs wear out and cut-outs become rusty.

In this problem of water supply, women have usually the hard end of the load. They may have to wearily pump tub after tub of water on wash day with a little pitcher pump, with leaky valves, a pump which requires a gallon to prime it before it will produce the goods!

Within the trading radius of the average implement store possibly a hundred of this type of

pump will be found—and they are only fit for the junk pile. A little judicious spring campaign will bring many prospects in this line. A few circular letters, and a little display of stock in the warehouse or window will often bring surprising results.

The average well requires more hardware than the cistern. As a large percentage of the farmers must pump all the water for their stock, a high grade of well pump will be demanded. The farmer will want one that will elevate a maximum amount of water with the minimum effort. Once a pump gets hard to handle he will be in the market for a new one.

Even though the dealer may be unable to make many pump sales he can still do a good business in pump repairs, a business worthy of extra effort. The spring season always brings a demand for all kinds of pump fixtures, chains, valves, leathers, etc. It is the best time of the year to sell pump platforms or new filters for cisterns.

Labor is always at more or less of a premium on the farms in the spring and summer months, and this year the shortage of help will make farmers seriously consider whether it pays to have a man waste hours in supplying stock with water via the route of inferior equipment.

There should be a demand for new pumps, sinks, cistern filters, pitcher pumps, force pumps, well buckets, well chains and wheels, galvanized tanks and troughs and many other items that directly concern the water supply system. Suggestion is one of the best sales agencies. A farmer will worry along for months with leaky buckets or a worn out pump. He takes it as a matter of course, but if the dealer will mention something in his stock that will remedy conditions he starts a thought that can develop into a sale.

The value of farm implements and machinery in actual use on the farms of the United States is said to be by the United States Bureau of Labor and Commerce \$1,368,224,000. These figures are being greatly increased each year.

### Plow Attachments a Good Line

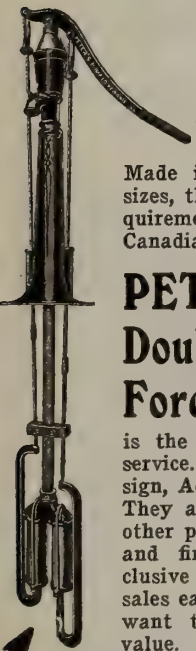
As the years pass, more and more it is found that agricultural authorities endorse the use of plow attachments as a valuable means of conserving every drop of available moisture. Of the packer attachment, Seager Wheeler, the grower of the world's prize wheat, says: "I consider the plow packer attachment one of the most useful implements on the modern farm. No plowing, unless under special conditions, should be done without this equipment."

The exponents of dry-land-farming have proven to the hilt their contentions as regards plow packer and harrow attachments. By the use of this equipment, plowing, harrowing and packing can be done at the same time. The moisture which would otherwise escape from the up-turned furrow slice is conserved for the benefit of the growing crop—while the labor and time saved through eliminating the operations of harrowing and packing is too obvious to require comment, especially in these days of labor shortage.

In any territory the dealer can, with very little trouble, build up an excellent business in the sale of these plow attachments. Even the most skeptical farmer is convinced once he sees the excellent work done by those attachments, and, like all other classes of goods, once you place one or two a demand is created which results in very satisfactory business—and a profitable—for the dealer who is the pioneer merchant in the locality for this class of goods. Christiansen plow attachments are the oldest line of this type of implement on the market. Years of service have proven their efficiency in practical results—as innumerable testimonials from farmers would seem to indicate. Full particulars regarding this line can be had from the Christiansen Harrow Works, 331 Austin St., Winnipeg.

An effective association of dealers is composed of dealers who associate, not the kind that yelp at one another.

## PETERS PUMPS



**Gives More Water  
in Less Time with  
Less Energy**

Made in many styles and sizes, they will meet all requirements of the Western Canadian farmer.

### PETERS' Double Cylinder Force Pump

is the last word in pump service. Unequaled in Design, Action and Durability. They are different from all other pumps in construction and finish, and have exclusive features that make sales easy to customers who want the BEST in pump value.

**Dealers:  
Get Peters'  
Pump  
Proposition  
for 1916**

Our line is absolutely up-to-date in every respect. Every pump we produce is given special attention. Peter's Pumps are perfectly assembled—they have no "come-back." Sell them and you make satisfied customers.

**A POST CARD WILL BRING  
OUR LATEST CATALOG.**

Manufactured by

*Peter's Pump Company, Keokuk, Ill.*

Exclusive Canadian Agents:

**Tudhope Anderson Co., Ltd.**

Winnipeg Regina Saskatoon Calgary

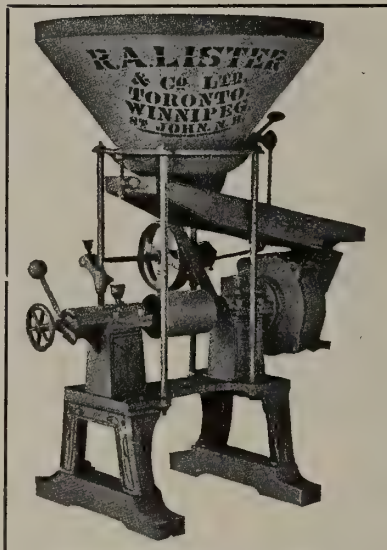
Write Nearest Branch House for  
Particulars.

## Satisfy the Farmer

by selling him a grinder designed especially for West Canadian conditions. We guarantee the Lister Grinder to grind MORE FEED on the same power than any grinder of the same size made.

### "Lister" Grinders

are unequalled in capacity, easy running and perfection of work done. Strong, reversible plates and extra heavy shaft running in extra long bearings. Ball bearing takes end thrust.



### The Worm Force Feed

permits any power up to 20 h.p. to be used. Attachment for driving bagger on every grinder. Supplied with or without legs. Spare set of plates supplied with every machine. Ask us for dealer's proposition and for particulars of the Lister line.

#### Our Line Includes:

Lister Gasoline Engines, Grain Grinders, Electric Lighting Plants, Milking Machines, Cream Separators, Churns, Sawing Outfits, Silos, Combination Threshers, Pumps, Pump Jacks, etc.

**R. A. Lister & Co. Ltd.**

WINNIPEG

Toronto Quebec St. John

## Mr. Dealer Cater Can Sell You

Wood or Iron Pumps cheaper than any one in the West.

**Get His Prices Before You Order  
Brandon Pump & Windmill Works**

**Brandon Man.**







### Tell Your Customers

to beautify their homes by fencing the lawn and garden with Peerless Ornamental Fence.

**Y**OUR success in the sale of fencing does not depend so much on your sales ability as on the fencing you sell. It's fence service—not price—that brings you customers. Ours is a fence of service—a fence of repeat orders. We have letters from dealers all over the Dominion substantiating these statements.

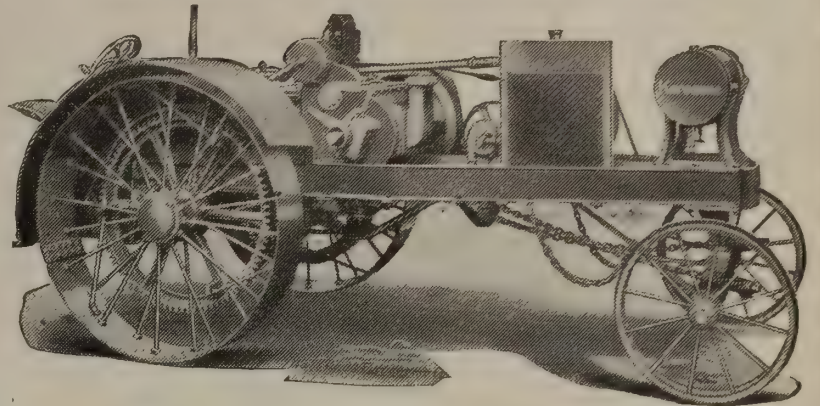
### PEERLESS Ornamental Fencing

is made of strong, stiff, galvanized wire that will not sag. In addition to galvanizing, every strand is given a coating of zinc enamel paint, thus forming the best possible insurance against rust. Peerless Ornamental Fence is made in several styles. It's easy to erect, and holds its shape for years.

Send for free catalog. If interested, ask about our farm and poultry fencing. Agents nearly everywhere. Agents wanted in open territory.

**The Banwell-Hoxie Wire Fence Co., Ltd.**  
Winnipeg, Man. — Hamilton, Ont.

## Sell Waterloo Boy Tractors The One-man Kerosene Tractor



### Reliable Power on Cheap Fuel

**THE WATERLOO BOY** maintains its supremacy in the tractor field by the one word "KEROSENE." It is claimed for some tractors that they will burn gasoline or kerosene equally well. They do not. The Waterloo Boy is purely a kerosene burning tractor, designed so as to use that fuel only. Gallon for gallon it will produce an equal horsepower on kerosene to any gasoline tractor of the same size built. It will save your customers from \$150 to \$200 a year in fuel cost when compared with gasoline tractors of like power. Capacity, three 14-inch bottom plows.

### Let Us Tell You About It

You can make big money selling the Waterloo Boy. Get particulars of our very liberal commission to dealers—the best tractor proposition a dealer can have

Saskatchewan Representative—M. G. WALKER, Kitchener Hotel, REGINA  
Alberta Representative—H. P. NORTON & CO., Calgary

**Gasoline Engine & Supply Co. Ltd.**  
104 Princess Street, Winnipeg, Man.

## Sell an International Harvester Line of Haying Machines

**H**AYING tools must be strong and steady; they must work easily and steadily; they must get all the hay and put it into the best shape possible. Those are the plain facts back of the continued success of agents who handle either the **Deering** or the **McCormick** line of haying machines—mowers, rakes, tedders, side delivery rakes, windrow hay loaders, etc.—for **I H C** hay machines have never been beaten for good work in the field, or for durability, at any time or place.

**Mowers** that are simple, of light draft, without side draft, with strong, close-meshing gears, always in perfect alignment. **Rakes** with steel wheels and frame, that resist torsional strains, with easily removable oil tempered steel teeth that curve well under to carry rather than drag the hay. **Side Delivery Rakes** simply and strongly braced, easily operated by a boy, with tempered steel teeth with strength for the heaviest windrows, yet flexible for yielding to obstructions. **Windrow Hay Loaders**, durable, without a gear, made to get the hay and leave the trash, ready for wagon of any height, to be detached by the driver from the top of a load. Etc.

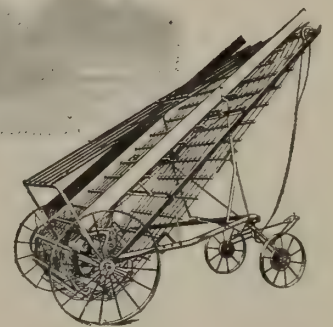
Become known as the **Deering** local agent or as the **McCormick** local agent. Then, when you sell a machine for the harvesting of a hay crop you sell the best and most up-to-the-minute in hay machine design and construction that the market affords. Canadian farmers have called these International Harvester hay machine lines standard for many years. They know these to be dependable machines; that they will give perfectly satisfactory service for many seasons.

Drop a line to the nearest branch house and become familiar with the possibilities in the selling of **Deering** or of **McCormick** hay machines.

**International Harvester Company of Canada, Ltd.**

### BRANCH HOUSES

At Brandon, Calgary, Edmonton, Estevan, Hamilton, Lethbridge, London, Montreal, N. Battleford, Ottawa, Quebec, Regina, Saskatoon, St. John, Winnipeg, Yorkton.





## Stretching the Fence Business

For some reason the average implement dealer does not pay the attention to wire fence that he might. He is prone to regard it as a side-issue, a something he may or may not have in stock, an item that is seldom worth pushing to any great extent. It is probably owing to this fact that so many fence concerns on the North American continent have built up a very satisfactory trade selling to the farmer direct. Some manufacturers sell hundreds of carloads of fencing annually, and all this business is procured by advertising and by mail. Surely some of this huge business could be annexed by the retail implement dealer.

In the advertisements put forth some catch price is inserted, quoting fencing at a very low price per rod. This, you may say, is cheap fence. Quite so, but it

acts as a deterrent to the roving eye of the agriculturist when reading his paper. He wants to know what sort of wire he can get at half the price quoted by the retail trader. The inquiry may be prompted by mere curiosity, and may later produce an order for fencing of a far superior grade, yet the catch-price has done its work, and another order goes away from the rural community.

It is a significant fact that if only the dealer will buy his fencing right he can, in nine cases out of ten, meet the mail order price and still give a fence of superior quality. When the farmer knows that he can buy his fence as cheaply at home as he can by mail, and also get a chance to look it over, he is certainly easily interested in the fencing question. And every farmer knows that he can't farm efficiently so long as his stock is

running wild all over the place. There is no reason why fencing should not be sold as the direct selling concern sells it—for cash. On this basis the dealer can buy right and sell right, and can defy the competition of the little advertisements with their "catch-the-eye" offers. By notifying all the possible fence buyers in his locality that he can sell fence at a low price per rod, the average dealer can very quickly get many inquiries which he can transform into sales if only he has the goods on hand. This can be done by advertising in the local paper or by means of circular letters, also by prominently displaying some fencing in front of the store with the price plainly marked.

The dealer knows as no other individual the size and weight of fence most suitable for his locality. He will find often by showing a cheap brand of goods that when the farmer comes in to look the fencing over he is not enamoured with the cheap stuff and is quite ready to pay the difference and get a weight of fence which will give permanent satisfaction.

There may be a certain amount of sales consummated in low priced fence, since there is always more or less of a demand for temporary fencing, but the wire up to full standard size and strength is the wire that sells.

In choosing the wire to handle, the dealer should consider the question of gauge, galvanizing and quality of material. The gauge of the wire is, of course, a question of the wire drawn, but galvanizing may vary in quality. A fence with a smooth and heavy but even coat of galvanizing is preferable, especially if it has sustained an extra immersion in the process. Rough and cheap galvanizing peels off easily, while a thin coating scrapes or peels, leaving the wire open to the damage that follows rust. A wave in the horizontal strands gives great elasticity and spring to the fence, while the spacing of the upright or stay wires is an important factor. Cheap fence always reveals its quality in this matter of spacing of the stay wires.

The lock used in the design is a most important feature, there being many different patented locks upon the market so that it behooves the dealer to investigate the merits of the various designs. The strength and temper of the wire is the hall-mark of good fencing, for if it be too hard and brittle or too soft and pliable, complaint is almost certain to follow.

Absolute uniformity of gauge in all the component wires is a thing to be sought for. If a fence is to stay rigid and give lasting satis-

faction, locks, line wires and stay wires must be of the same gauge and quality of material. What the customer wants in a fence is strength, and only by selling him a fence with the above-mentioned qualifications can you guarantee the goods. Before he decides on the brands of fencing he should handle, the dealer should thoroughly investigate the claims advanced for the type he has in view, a point on which the Ideal Fence Co. will give every assistance. In connection with his fencing sales he can, furthermore, build up a good trade in staples, stretchers, posts, stock gates, poultry fencing, barb wire, lawn fencing and many other wire products contemporaneous to the fence-making industry. A line largely neglected, a little time and trouble will prove to any dealer that there are for him "dollars in fencing."

### An Omission

In the report in our March number of the seed cleaning machinery demonstrated at the Manitoba Agricultural College, owing to an oversight, the "Loop the Loop" seed grain grader was not mentioned. This machine, made by the Seed Grain Grader Co., Regina, was also shown, its novel design and efficiency in operation eliciting favorable comment from the farmers present.

### Choosing the Power Plow

A plow that is specially designed for tractor use is necessary to make a tractor plowing outfit attractive, and since practically all small tractors are sold with a view to plowing, it follows that every dealer in tractors should see to it that each tractor sold is given a fair chance for success by having an up-to-date tractor plow to hitch to. In the selection of a tractor plow the dealer should see to it that the plow decided upon is designed for tractor use and with all the necessary features for convenient handling and good work.

A power lift is essential for the plow in order that the operator of the tractor may not be compelled to use his energy in raising plows from the ground at furrow ends, as this is the time when the steering wheel of the tractor requires his attention. The power lift must be of such design that the plows may be raised quickly from the ground and likewise dropped into the ground while the tractor is in operation without even slowing up. Stops or pauses at furrow ends are expensive and the most improved plows are designed so that they can be raised or lowered at full speed.

## Sell "IDEAL" Fence And by Superior Quality Command the Wire Trade

The dealer who handles "Ideal" Fence, Gates, Posts and Barb Wire always holds control of the fencing business in his territory, because "Ideal" fence never failed. In ease of erection, strength and durability it is the leader.

### RIGHT IN GAUGE—STRENGTH—SERVICE

"Ideal" fence is built of full gauge No. 9 wire, thoroughly galvanized. Every foot is guaranteed. Both horizontal and uprights are hard steel wire. The "Ideal" Lock, of No. 9 gauge wire—grips in five different places. The result is a fence that is perfect in every particular. The wire is hard enough to provide for contraction and expansion, which is taken care of by long elliptical springs, in the wire itself, and still retain the essential quality—Toughness.

"Ideal" fence is just the fence for this country, it stands tight and erect the year around, as the many miles in use in Western Canada prove.

### DO YOU KNOW

That fencing is steadily advancing in price? We carry the largest stock in Western Canada, and can give you excellent service.

**Mr. Dealer: If you want to build up your Fence Trade, investigate by writing for the "Ideal"**

**Catalogue and Proposition To-day.**

**The Ideal Fence Co., Limited**

**1210-1211 McArthur Bldg. Winnipeg, Man.**



## Developing Cultivator Sales

The dealer who hitches up to any given type of cultivator has a few fundamental facts to consider which should receive his attention. As favorable subjects for demonstration, he should handle a machine that includes strength of wheels, perfect alignment of the frame, which ensures even balance, beams which are as light as is consistent with maximum strength and attachments of the beams so that variations can be made for different applications of the cultivator. Ease of operation is an important factor when one considers that the implement may be operated by a boy. The old type of cultivators, with which the team had to be stopped at the end of each row for lifting were naturally a considerable waste of time.

The relatively small cost of the cultivator, compared with the great value it returns the purchaser when intelligently used, is a convincing argument that only the best implement should be used. If a farmer has formerly used an obsolete type in preference to the modern implement, he will be impressed with the added convenience, ease of operation and all-around satisfactory service given by the up-to-date imple-

ment. A good machine pays itself.

Wide variations of opinion are put forth by farmers as regards the best type of cultivator. In some sections farmers have been very slow to accept the two-row machine. Yet, any man who is willing to advance an unbiased opinion must admit that the two-row cultivator has many advantages, if only from the standpoint of economy. In corn cultivators, the economy effected in the saving of time and labor by the two-row machine is self-evident.

When properly adjusted and operated, the two-row cultivator does work which compares very favorably with the best type of single-row machines. A great deal depends upon the adjustment. It is, of course, obvious that the two-row is not suitable for fields studded with rock or stumps. The ideal field for a two-row machine has rows of fair length, a soil sufficiently mellow to allow the shovels to sink down to the right depth and an absence of steep hills, ditches, etc.

The cultivator is a great weed killer, and further it pulverizes the soil, making it easy for the fine roots to get through increasing the amount of surface on which

the plant can feed and at the same time giving the soil a greater capacity for holding moisture and reducing the loss by evaporation. It also aerates the soil, making the mineral matter more soluble and assisting in the decomposition of organic matter. Large cultivators are especially valuable in preparing the soil for seeding. They take out the deep-rooted weeds. Some weeds are best killed by deep cultivation — that is they must be torn out by the roots and left for the sun and wind to dry out. With the majority of those machines, by adjusting the angle or suction of the teeth and by applying pressure through the medium of the springs, the teeth can be forced to enter hard soil and cultivate it thoroughly.

The demand for this implement is increasing; it has a much wider range of usefulness than can be described in the limited confines of this article. Before the general introduction of the cultivator farmers had various methods of handling a field in order to secure the desired mulch, but no makeshift methods can equal the work done by the modern cultivator in expert hands. It is an implement that merits the thorough investigation of every dealer, for its sale can be made a profitable addition to his year's operations.

### I REMEMBER!

I remember, I remember,  
The store was just a shack,  
A plow or two stood out in front,  
Some lumber at the back.  
You'd hardly know the old place now,  
I've got that up-to-date,  
With an office staff and filing-cards,  
An' a desk to sit in state.  
A different place those days, you bet,  
With the goods laid out on view—  
I got a hunch that progress pays—  
Say, how does it look, to you?  
See my engines and my line-shaft,  
To show what power can do.  
The vehicles arrayed back there,  
The plows and wagons too.  
Look, here's my crated buggies,  
An' there's my dairy lines,  
Beyond in bins my small repairs—  
Sure those are stirring times!  
I don't drive no old buggy now,  
I've a car and truck as well  
The boys get out and root around—  
I stay at home and sell!

### Wanted--a Flax Harvester

The Canadian Flax Growers' Association is much interested in obtaining a successful flax-pulling machine, and it is claimed that the lack of such a machine hinders the more extensive cultivation of the plant. The above association is ready to assist any inventor whose machine promises to become a success. As cutting is no longer injurious to the fiber if the plant is cut close to the ground, it would seem that a special mower is what is wanted.

## "THE BUGGY FROM GLENGARRY"

GLENGARRY VEHICLES ARE NOTED FOR DURABILITY, STYLE, FINISH AND COMFORT. YOU CANNOT SELL A BETTER LINE. EVERY FARMER KNOWS THEM.

Complete Stocks carried  
at Regina and Calgary.

Quick Delivery  
Guaranteed



The Glengarry Auto-Seal Top Buggy

FORTY DIFFERENT STYLES TO CHOOSE FROM. CONCORDS, DRIVING WAGONS, SURREYS, SPRING WAGONS, DELIVERY WAGONS, etc. THEY CANNOT BE EQUALLED.

### DEALERS:

Build your Buggy Business by selling this line. You can give your customers the best in vehicle quality, at a moderate price.

If You Do Not Sell the Glengarry Line, You Do Not Sell the Best  
Write for Catalog, Price List and Agency Proposition

Manufactured By The

**Munro & McIntosh Carriage Co., Ltd., Alexandria, Ontario**

Western Distributing Agent:

**BERT CONWAY**

P.O. BOX 380  
REGINA, SASK.

P.O. BOX 380  
REGINA, SASK.



## ALBERTA DEALERS ORGANIZE

(Continued from page 4.)

questions were left open for latter settlement by the executive of the association.

L. L. Colby, organizer, then stated that he would turn over all circulars, literature, etc., to the secretary and that he would be only too pleased to collaborate with the latter by every means in his power to get the Alberta association well under way.

The question was next taken up and fully discussed as to the remuneration by the association of L. L. Colby, who had by personal initiative and expense done so much to interest the implement dealers through Alberta in the formation of this association. It was only right and proper that he should not be out of pocket through starting the good work in the province.

L. C. Burnap: "We would be hogs if we did not recompense Mr. Colby for what he has done in the way of organization in our business."

In a brief statement, Mr. Colby said that he started the project from no pecuniary motives but purely from a desire to see the dealers of Western Canada organized as a proper and legitimate body of business men.

It was then moved by L. C.

Burnap, seconded by President Quinn, that L. L. Colby present to the secretary-treasurer of the association a statement of his expenses in full in connection with the formation of the Alberta Association, said expenses to include one month's salary. This motion was carried unanimously.

On the motion of C. A. Anderson, seconded by L. C. Burnap, and carried unanimously, "Canadian Farm Implements," Winnipeg, was appointed the official organ of the Alberta Retail Implement Dealers' Association, while the publisher and editor of that trade journal were thanked for the interest which they had taken in the formation of the Alberta Association.

A. A. Thomson briefly thanked the meeting, on behalf of the paper and its publisher for the honor accorded them by this vote of confidence.

Some discussion followed on the question of what the membership fee of the association should be. After due consideration was given to all contentions, it was unanimously decided by all present that the annual membership fee of the Alberta Association should be \$10 per annum. On the motion of President Quinn, seconded by L. C. Burnap, the meeting adjourned, the next

meeting to be held at a place and date to be settled later by the executive.

## Good Seed Essential

That after Germany, Austria and Turkey have been vanquished, vigorous warfare will still be necessary against our noxious weeds, which are enemies very difficult to conquer, was a statement made some time ago by S. A. Bedford, B.S.A., formerly Deputy Minister of Agriculture for Manitoba, and now in charge of Manitoba's Demonstration Farms and Weed Control Campaign.

"Unless the farmers of the province accomplish more than they have in the past, the weeds will soon have full possession of all districts where they abound," said Mr. Bedford.

"Each year our yield of grain is greatly diminished owing to the impure or low-germinating type of seed grain sown. We are endeavouring to have every farmer test his own seed grain for germination or send a sample of it to the department for test.

"Imported alfalfa seed has brought in some new noxious weeds during the past year, so that several newly infested centres have been established. This is particularly true in regard to Russian Thistle mixed with southern-grown alfalfa seed.

"There will have to be more strict supervision of the importation of this class of seed, and the department will greatly extend the useful work it has already undertaken in the growing of pure and clean alfalfa and other grass and clover seeds.

"There is too much haphazard in the system, or lack of system, of cropping western farms and the sooner our farmers realize the advisability of adopting a regular system suited to the requirements of their land the better.

## The Jointer and Rolling Coulter

In discussing spring cultivation, the Hon. W. R. Motherwell, Minister of Agriculture for Saskatchewan, pointed out that trash must not be left partially uncovered, simply because the weeds having an unusual growth will be pulled out by the harrow teeth and scattered over the top of the ground. To get the weed seeds on the bottom of the furrow no device can equal the jointer, and, says this authority, "there are sections of the country where the jointer is not known, but farmers owe it to themselves to look into

the real virtues of plow jointers if they expect to properly put the trash and weed seeds on the bottom of the furrow."

Where trash is particularly abundant it is necessary to have some device to cut through or the jointer will be of little avail. Consequently the use of the rolling coulter and the jointer will give the farmer the assurance that the trash and weed seeds are put fully to the bottom of furrow so that they will not be pulled out.

## The Valuable Disk Harrow

The ideal seed bed for most crops is one in which the furrow slice is mellow and moist from top to bottom, yet compact throughout. It is porous enough to contain air, yet has no large air spaces which will cause rapid evaporation. It has close contact with every inch of the bottom of the furrow and will draw moisture from the subsoil by capillarity. There are no clods, no lumps. It is mellow, moist, compact.

The disk harrow is the one implement most indispensable in making this ideal seed bed. Used before plowing, it will pulverize the soil which will lay next to the bottom of the furrow, eliminate large air spaces there, and get the capillary connection with the one source of moisture during dry seasons.

To promote nutrification, every possible effort must be put forth to prevent the loss of moisture from the firm soil beneath the mulch. In doing this, three detrimental conditions must be carefully watched and as far as possible prevented. First, the growth of weeds and all foreign vegetation. Second, the getting of the soil mulch too fine by the sometimes necessary frequent cultivation of the soil. Third, to keep the mulch light and loose. No tool ever in use on our western farms has accomplished the above as effectually as the disk harrow.

## A PROGRESSIVE RAILROAD

The Grand Trunk Pacific Railway announce that the transfer of passengers between South Saskatoon and Saskatoon will hereafter be performed by the Saskatoon Taxicab Co., Ltd. The transfer of passengers will occupy less than half the time it has taken heretofore. They will be transferred in up-to-date six and seven passenger taxicabs which will meet trains in sufficient numbers to handle passengers to that point. Consequently passengers between South Saskatoon, the G.T.P. office in Saskatoon City, and hotels, will be conveyed free of charge. For an additional fee of 25 cents passengers may be delivered or called for at their private residences in Saskatoon City. This new feature in Grand Trunk excellence of service will be greatly appreciated by the travelling public who patronize the short route to Edmonton over the splendid road bed of the Grand Trunk Pacific.



## WHY DO OUR PLOW ATTACHMENT PACKERS AND HARROWS BRING YOU RESULTS?

### Our Dealers Say They Do!

Let us explain: We have specialized on this line only for the last six seasons. In doing so we have learned many lessons that other makers have yet to learn. Can you show us any other line of plow attachments in Canada or the United States who furnish such a guarantee as we do to our customers?



### FARMERS ASK FOR THEM

They know that the always-lubricated axle in Christiansen packers can't be equalled. They won't handle dry-axled packers. Surface or sub-surface wheels. Pivoted hitch—no side draft on plow. We guarantee our plow attachments to satisfy, or we refund your money. Implement dealers, write us. We can tell you a great deal about this line which will interest you. All orders shipped promptly.

### Imitated by Many—Equalled by None

We Manufacture: Plow Attachment Harrows and Land Packers, and high-grade 26ft. Drag Harrows. Look out for the announcement, next month, of the new patent Christiansen Weeder Harrow, 28ft. wide, complete. It is a winner!

## THE CHRISTIANSEN HARROW WORKS

331 Austin Street

Winnipeg, Man.





## THE WAGON SUCCESS OF THE YEAR

**THE WEBER WAGON** with its solid side box, 3x4-inch reach, folding end gate, and link end rods, made a decided hit in Western Canada last year, and promises far larger sales for the coming year. Its success proves that Canadian Farmers appreciate quality, and the service and durability that quality gives. Such factors sell Weber Wagons.

It does not require much energy to convince any farmer that the **WEBER WAGON**, as made for Western Canada, is the best wagon buy on the market. Farmers have been convinced by what they have seen and known of the Weber success.

**WEBER WAGONS** are made in Canada, of the best grades of wagon material it is possible to buy. Ask any Weber wagon owner how his wagon stands up, and what kind of service it gives him. That's the best way to get a dependable opinion.

Our folders tell all about the material, construction and design of these high grade wagons. Write us at the address nearest you and we'll send you complete information. Here's a wagon you should know about. Here's the wagon you should sell. The Weber is the wagon success.

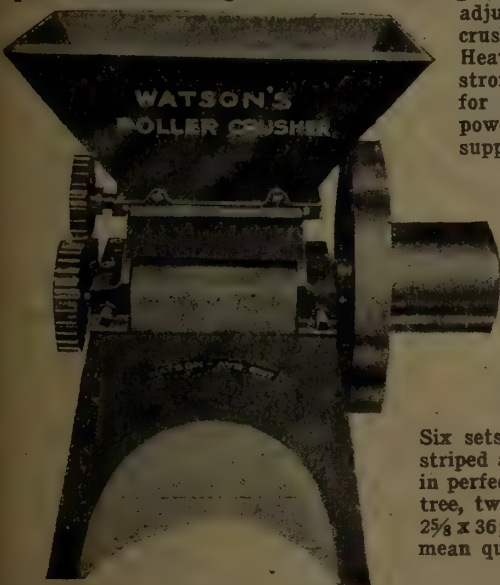
**International Harvester Company of Canada, Ltd.**

### BRANCH HOUSES

At Brandon, Calgary, Edmonton, Estevan, Hamilton, Lethbridge, London, Montreal, N. Battleford, Ottawa, Quebec, Regina, Saskatoon, St. John, Winnipeg, Yorkton.

## Watson's Roller Grain Crusher

You can't sell its equal for durability and satisfactory service. Grain passes between two grooved rollers rotating at different speeds. Quick adjustment for fineness of crushing. Rollers 12x6 in. Heavy solid fly wheel; strong iron frame. Pulley for belt drive, or horse-power attachment can be supplied. Weight 475 lbs.



Special 4-horse Heider Gang, Sulky and Disc Plow Evers

## Watson's Eveners Hold the Trade

**WATSON'S EVENERS** are known all over the West as being unsurpassed for quality of material, durability, and excellence of finish. Our Special 4-horse plow evener, as shown, works four horses abreast. One horse in furrow, three on unplowed land. Load is perfectly distributed and draft equalized. We also supply 3, 5 and 6-horse plow eveners and 3-horse wagon eveners.

## Sell Watson's Crated Wagon Sets

Six sets of the best hickory single and double-trees, and neck yoke; painted, striped and varnished. Shipped, complete in strong crate, they reach your store in perfect condition. Weight complete, 225 lbs. Each set comprises: One double-tree, two single-trees, and one neck yoke. Double trees, 2x4x48; single-trees, 2x4x36; neck yoke, 2x4x40 or 48. Get our prices on these spring lines. They mean quick sales and good profits for dealers.



## I.X.L. WASHERS

The Farm Women's Favorite



There is money in selling washers, but you must handle a machine that guarantees satisfaction. I.X.L. Washers run easier loaded than other washers do empty. Tub of the finest Red Cypress. Finished like a piece of expensive furniture. Large cover opening. Easily driven and does not damage the finest fabrics. This machine takes the drudgery from wash day. Have one on the floor—your lady customers will do the rest.

Investigate our Lines

Every enquiry gets personal attention

*John Watson Mfg. Co.*  
LIMITED

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### THE WATSON LINE INCLUDES:

Feed Cutters (seven styles)	Root Pulpers
Roller Crushers	Light Delivery Sleighs
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Barrel Skids	1½ H.P. Engines
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Wheel Barrows	Whiffletrees
Boss Wood Harrows	Pump Jacks
Pulverizers	Bevel Jacks
Grain Grinders	Warehouse Trucks
Horse Powers	Push Carts
Boss Steel Harrows	
We Handle "Viking" Cream Separators	



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TO DO**

**?**

**ABOUT THAT  
AUTOMOBILE  
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You know that the vehicle business is slow. The vehicle business belongs to you. Cold fact that! Still statistics prove that 50 per cent of all automobiles are sold through retail implement men. It's not too late—the demand for automobiles is greater to-day than it has ever been. Who will sell the cars in your territory? Decide that question—then investigate our famous "Big Four."

**REO BRISCOE HUPMOBILE  
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These are the logical cars for the implement dealer to sell, because all his life he has talked "quality," "standard" and "guarantee." These cars are proven quality, their agents have behind them the unqualified guarantee of manufacturers and jobbers. Let us tell you about them.



5-passenger  
Touring Car  
\$1300  
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WRITE AT ONCE FOR OUR PROPOSITION

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**SOLVE THE CLEAN SEED PROBLEM**  
MORE BULL DOGS ARE SOLD THAN ANY  
OTHER MILL. THERE'S A REASON!

Made in Three Sizes: 24, 32 and 40-inch sieve widths; Capacities 25 to 125 bushels per hour

The prosperity of your customer reflects on your business. It means money to him, and to you, if he scientifically removes weed seed and bad grains by using a Bull Dog.



The 40-inch Power Bull Dog, with Wagon Box Elevator

### Cleans, Grades and Separates all Seeds

Along with his grain, the Canadian farmer harvests weed seeds by billions. By sowing foul seeds he pays a fearful penalty. Show him how to stop robbing himself by selling him a Bull Dog. This mill cleans oats, wheat, barley, timothy or clover equally well. Never clogs, and is guaranteed to give perfect satisfaction. Rustproof galvanized wire screens—12 gangs with each mill. Automatic feed. Elevator raises grain from 10 to 16 feet. Power attachments supplied for 24 and 32-inch mills. We specialize on grain cleaning machinery. Particulars are yours for the asking.

**DON'T DELAY, BUT GET OUR PRICES**

**Twin City Separator Co., Ltd.**  
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## Sell "SYLVESTER" Drills this Spring

Double Disc Single Disc or Shoe

Sizes—14, 16, 18, 20 and 22 discs. 14 and 16 sizes geared from one end; 18, 20 and 22 sizes geared from both ends. Equipped with grass seed box when ordered. Double disc drills have rubber tubes; single disc drills steel ribbon tubes.



Rear View "Sylvester" 20 Double Disc Drill

**Different from  
any Other Drill**

Sylvester Drills deliver the grain in FRONT of the axle, and on the downward turn of disc. This ensures even distribution of seed and uniform depth, also perfect covering.

**"Sylvester" Drills are Fully Guaranteed to Give Satisfaction in any Soil**

"Sylvester" Drills, single disc, double disc and shoe, are made especially for West Canadian conditions. There's not a cheap feature in them; best materials throughout. They bear comparison with any drill made, but for evenness of sowing and perfect adjustment you can't find their equal. Scrapers outside and inside give perfectly clean discs. Each disc independent—rises over any obstruction. Dust and dirt proof, lubricated bearings throughout. The "Sylvester" can't sag; a heavy angle steel frame, trussed and braced, gives perfect rigidity.

Extra strong wheels, equipped with scrapers; wide range of adjustment for pressure; special tilting device for regulating depth; very large grain box capacity; strong foot boards, accurate indicators—these are only a few "Sylvester" features. A hard and fast guarantee goes with every drill sold. We know what they can do—and stand behind them. Let us tell you why you should sell the "Sylvester" drill this spring. It is a drill with exclusive features that make sales easy. Investigate it now.

WRITE TO-DAY FOR FULL PARTICULARS OF THESE PERFECT SEEDERS

**Tudhope-Anderson Co., Limited**  
WINNIPEG REGINA SASKATOON CALGARY EDMONTON



# CANADIAN FARM IMPLEMENTS

VOL. XII., No. 5

WINNIPEG, CANADA, MAY, 1916

SUBSCRIPTION PRICE IN CANADA { Per Year, \$1.00  
Per Copy, 10 cents



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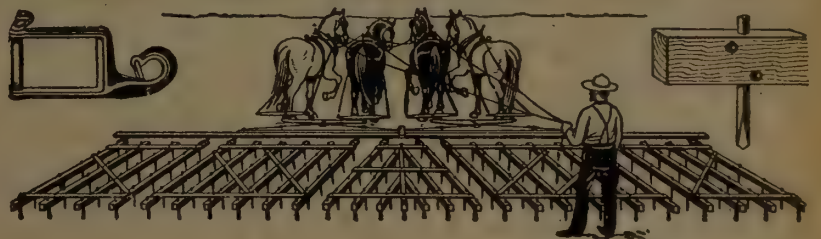
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## SELL WATSON'S BOSS WOOD HARROWS

Made of seasoned hardwood. Each tooth securely held by two rivets. Fitted with malleable draw clevis. Sizes: 78 tooth, 14 feet; 102 tooth, 17 feet; 150 tooth, 24 feet. Proven best by years of service.

NO BETTER  
HARROWS SOLD  
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THEIR PRICE

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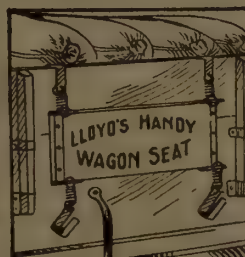
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## Get MORE BUSINESS!

By Selling a Specialty that makes every Farmer a sure prospect. Handle the one

Perfect Spiral Spring Wagon Seat

## Lloyd's Low-Down Wagon Seats

These seats fit any wagon or sleigh box made. Light in weight; safe, strong and durable. Easy-riding; suspended as shown by four coil springs that are tested to carry 600 lbs. Note low set of seat, protects driver from wind and gives full control over the team. Place your summer order now—you'll find that Lloyd's seats sell on sight. There's money in specialties—but most of it in selling this line. Write us.

Wawanesa Wagon Seat Company

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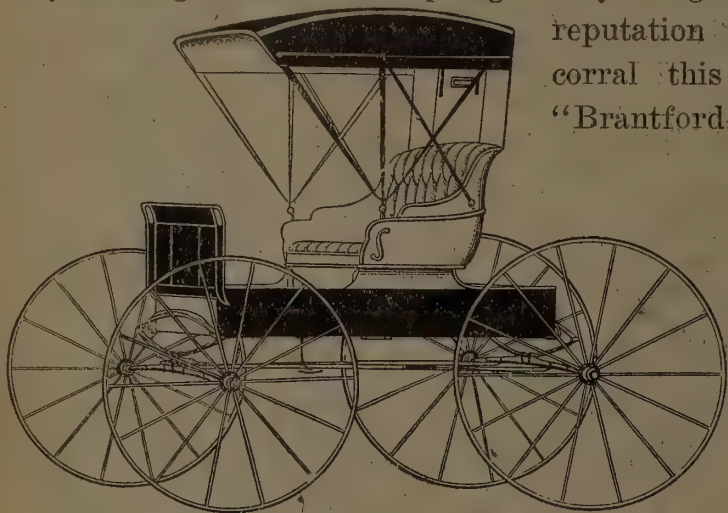


Going Home



# There are Plenty of Carriage "Prospects"

in your neighborhood this Spring. They are going to buy where they can get the best combination of value, reputation and appearance. The wide-awake dealer who wants to corral this business cannot afford to overlook the old-established "Brantford" line of Carriages, Wagons and Surreys.



Just remember that any maker can slap on the paint and varnish, but THAT isn't going to make up for inferior materials and workmanship. The "Brantford" line is made of the best, tested materials that money can buy by people who have a standard reputation to maintain. You are safe with

## BRANTFORD CARRIAGES

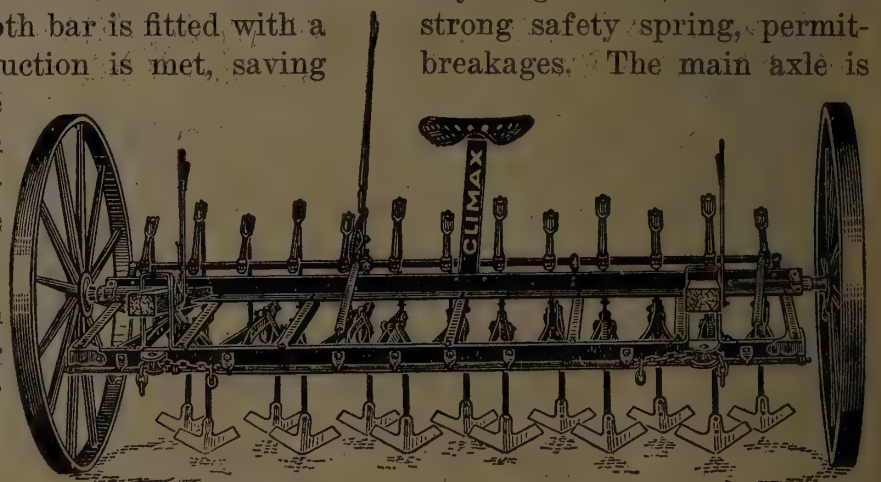
*It will pay you to clean up your stock this spring and standardize your whole store with the big complete Cockshutt line of implements, etc. Nothing pays so well as quality, backed by good advertising. That's the secret of Cockshutt success.*

Preach the value of proper weeding and cultivation  
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## COCKSHUTT "CLIMAX" CULTIVATOR

Here's a Weeder and Cultivator of great strength, showing many improvements over other models and especially built for hard western work. The 13 "teeth" are made of heavy forged steel, the standard equipment being 2 and 10 inch points. Each tooth bar is fitted with a strong safety spring, permitting the tooth to spring back if a solid obstruction is met, saving of heavy angle steel, with stub axles at end. The angle at which the teeth enter the ground can easily be changed so with the different size, interchangeable points, any desired work can be done.

The "Climax" Cultivator puts the soil in splendid shape to receive and save the moisture for next year's crops. In demand everywhere for summer-fallow work.



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# CANADIAN FARM IMPLEMENTS

Vol. XII., No. 5

WINNIPEG, CANADA, MAY 1916.

SUBSCRIPTION PRICE IN CANADA (Per Year, \$1.00)  
(Per Copy, 10c.)

## Hay Tools as Labor-Saving Equipment

There is no doubt whatever that Maud Muller with her hand hay rake, as immortalized by the poet, was an artistic and eye-pleasing adjunct to the landscape, but from an economic standpoint the modern hay rake and hay loader have got Maud backed off the agricultural map. We likewise believe that that famous picture, "The Gleaners," by Millet, is a wonderful work of art, but it shows another economic waste, for who nowadays would think of gathering stray stalks of grain by hand. The day of prodigality in farming is past. We must use modern equipment to get profitable results, and in handling the hay crop modern equipment is a feature that has not, so far, received the attention it might by the farmer or the man who sells him implements and machinery.

With the scarcity of farm help this year, and the necessity for greater production, the use of such machinery is imperative. While our Canadian winters are long cold and unsuited for baling operations, we cannot forget that forage is commanding and will command a high price on the market.

The farmer can't increase largely his production of meats and grain and ship his crops away at high prices without coming up against high-priced hay and forage and if farmers are going to keep what they have made out of the high prices of foodstuffs, they must arrange to keep low-cost feed and forage on the farm, which means ensilage and baled hay and straw.

Hay is a perishable crop and its value, either for feed or for market, depends to a great extent upon its quality. While there are many factors which exert an influence upon the quality of hay, there are few crops whose quality is so greatly influenced during harvest. When the proper time arrives, the crop must be handled quickly. Anything which shortens the period between the time the crop is cut and when it is safely in mow or stack makes for improved quality. Good hay equipment saves money.

What may be regarded as the

fundamental necessities in handling the hay crop are the implements for cutting and collecting, that is the mower and rake. In the mower many adaptations of the reciprocating gear-driven knife are found, and as years passed the design of mowers has steadily been improved. Many mowers of excellent design are now at the disposal of the dealer. Ball bearings, lighter design and consequently easier draft, less complex gear systems, particularly good features in knife and bar design, better knife guards, greater reserve power and longer life as a part of the farmer's equipment are features which the dealer should consider when he is choosing a line of mowers to sell in his territory. Facility of adjustment to suit different conditions is also an important feature in this machine.

From sickle to mower has been a remarkable development, but no less remarkable has been the development of the modern self-dump and side delivery rakes from the old hand rake as used in the days of the scythe and sickle. A good line of rakes is an imperative necessity to the dealer who hopes to profit by handling this class of goods.

In the past the dealer has largely confined himself to the sale of the essentials required for the hay harvest—that is the mower and rake. Tedders and loaders are, however, found upon a considerable percentage of farms, yet there exists a wide field wherein these machines could be used by farmers who have not yet come to appreciate their value and economy.

By means of a tedder the hay can be dried more quickly and evenly and a loader greatly lessens the labor necessary to transfer it to the mow or stack.

Many farms are equipped with some sort of hay fork, but a great many do not have the most efficient carrier, stackers, hoists, etc., for lifting the hay into the mow or on to the stack and distributing it in such a way as to reduce hand labor to the minimum.

Durability, simplicity and efficiency are essential characteristics of all hay tools. They must be so strong and so well constructed that breaks are exceedingly rare. Time is too valuable to be spent by farmers in the repair of machinery when several acres of valuable hay is lying in the swath or windrow.

While in the West extra men and teams may not be employed for taking care of the farmer's hay crop, a great loss often results from injury to hay which would have been saved in good condition had the necessary equipment been used.

Slings are preferable to forks for handling certain kinds of hay or roughage. The value of alfalfa and clover hay depends to a great extent upon the percentage of leaves which has been saved, and the manner of handling has much to do with saving or losing the leaves. Slings reduce the number of times the hay is handled in loose form and are of distinct advantage in the case of hays which lose in value or quality by handling.

Hay unloading tools are a great aid to the farmer in the rapid handling of his hay, grain, fodder, etc. By the use of hay unloaders in connection with hay forks and slings, the load of hay or grain can be quickly stored in the mow or the barn and with much less labor than was formerly required when the same had to be pitched by means of the small hand fork. The farmer, therefore, by the use of these tools can readily handle much more in a day's time than he could without their use, thus effecting quite a saving to him in labor or expense, also taking care of the crop before it is spoiled. These are only a few of the conditions that have been realized by many farmers and which can be impressed upon the others by the implement dealer handling hay unloading tools.

For the dealer to profit by selling hay equipment, the first thing is to pick a first class line of hay tools—a line that he knows has already proven its ability to do the work the farmer expects of it.

The dealer, however, in taking

up such a line of tools, should be careful in his selection to choose a line which has passed the experimental stages and has proven by years of trial to be capable of meeting the general requirements and to be of superior construction and quality. He must never forget that the farmer probably knows a good deal about this class of goods, both from the manufacturers advertising and the work the tools have been doing for farmers of his acquaintance.

The mower, tedder, side delivery rake, hay loader, combination side-rake and tedder, hay sweep, sling and stacker means that there is a considerable field for investigation in the line of hay making machinery. Behind the harvesting and storing of the crop the hay baler or hay press are also profitable lines.

A live dealer will create a market. That is to say, he will, for instance, sell a hay press to the farmer who has been depending on a custom baler to do his baling and who, if let alone, would probably continue to do so. A far-sighted dealer will sell his customer what he needs, in other words if he needs a one-horse hay press, he will not sell him a power baler.

### Selling Hay Tools

When the goods have been secured the dealer must study the advertising matter along with his salesmen, so that all may be thoroughly familiar with the various talking points. The next necessity is to advertise the fact to your customers. When the latter know that you are handling hay tools it is not very difficult to interest them sufficiently to get them to drop in and find out more about this class of equipment. A series of personal letters asking the farmers to drop in and see the tools, yet not urging them to buy, are usually very effective. And while the letters are being sent out, advertisements should be carried in the local newspapers so as to again bring the fact before the eyes of your customers.

Whenever a man looks over the line and says that he'll "let you know later," it is wise to put



down his name on a card, with the date of his visit, so as to phone him or write him a little later and find out whether he has definitely settled as to whether he will invest or not. Some dealers have built very profitable business in this line by canvassing. They get out into their territory as often as possible, and not only find out what farmers need but also size up just what crops and what acreage they have put in. Then, if a farmer is tending towards a large acreage of hay he is a good prospect, and it is seldom very difficult to prove to him that his equipment for handling the crop is not complete or large enough.

Every tool sold should be set up absolutely right before it leaves the warehouse. Proper adjustment pays from the dealer's standpoint, for a lack of care in this connection may lead to broken castings and delay, making a farmer discontented and prone to look for other faults in the tool, faults which may be absolutely non-existent. If a tool performs its functions right from the start the farmer is pleased and you have added another booster to your list of hay tool customers. The implement dealers now handling hay tools have a decided advantage over their predecessors who were pioneers in the introduction of this class of implements, in that they do not have to acquaint the farmers with the advantages of using them and have outfits of larger capacity and greater strength, with the price the same or even less than those originally introduced of small size and capacity. If the dealer will investigate, he will find many farmers in his locality who are using some of these older outfits.

In such cases he should have little difficulty in influencing the farmer to purchase new and better equipment, for the saving of time in handling his hay crop will recompense him fully for the investment in an improved outfit. Farmers using hay tools need them mostly when rushed, and moreover they need them only for three or four weeks out of the entire year. It is, therefore, very necessary that the dealer builds up his prospect list in this class of goods early, and that he has the goods on hand to supply his trade. The manufacturers of this class of machinery are many and will give dealers full particulars of their various lines.

The salary a man gets is often no criterion of his ability. Better look at the work he does.

How many farmers in your territory are small tractor prospects? This is a matter it will pay to investigate.

### The Massey-Harris Soldiers' Convalescent Home

Upon this page we reproduce a photograph of "Kingswood," the Massey-Harris Soldiers' Convalescent Home in England. Few scenes are more typically English than that here shown. In front the wide-spread English green-sward, dotted here and there with sturdy trees—oak, elm and ash—trees that were of goodly girth when William the Conqueror vanquished the forces of King Harold at Hastings.

modern war brings to the soldier—the result of days and nights of incessant vigil and strain, coupled with sights which time cannot efface from memory. "Kingswood" is essentially a place of healing for both body and mind.

The Massey-Harris Convalescent Home is situated in Dulwich, on the outskirts of London, standing in an estate of some 30 acres. The interior is modern in every respect, admirably heated, complete bathroom and lavatory accommodation and has room for 95 beds for our battle-scarred heroes.

the world and the upholding of the right.

The financial and general manager of this patriotic enterprise will be supervised by C. W. Dawkins, European manager for the Massey-Harris Co., assisted by H. B. Robinson, European assistant manager, both these gentlemen being located in London, England.

When the company, on behalf of its staff and employees, took up the question of equipping and maintaining such an establishment, the authorities assured



The Massey-Harris Soldiers' Convalescent Home in England, Maintained and Equipped by the Agents, Staff and Employees of the Company.

Across the lawn, a perfect picture in the mild English climate, like a stage set scene, stands this typical English mansion. Sturdy Norman architecture, turreted walls and embattlements on the roof, a long and wide low-lying terrace with steps rising from the grounds, and over the walls of rough hewn stone the clinging English ivy that is to England what our maples are to Canada.

It is a scene that breathes of safety, rest, comfort and respite. What must it mean to men in drab hospital uniforms, men from the Gehenna of pain-rent hospital wards, men who day and night have faced the crash of high explosive shells, the crackle of shrapnel and the incessant drone and whine of steel-jacketed bullets. Beyond the physical collapse that follows a wound is the ghastly nervous exhaustion which

Nearby is the Crystal Palace with all its cinematograph shows and entertainments, so essential to fill in the time and distract the attention of the soldiers in order to facilitate their recovery. The home is maintained primarily for Canadian soldiers by voluntary personal contributions from the agents, employees and sales staffs of the Massey-Harris Company, the well-known Canadian farm machinery concern.

Each branch and factory of the company has its own committee for collecting and forwarding funds, these funds being employed in equipping and maintaining the home. The medical service, nurses and attendants are all Canadians, so that the war-worn man from the Land of the Maple Leaf associates with men and women from the soil from which he sped to fight for the freedom of

them that there was a very real need of just such aid. In these days of stress it behooves each one of us to "fight or pay" and assuredly the agents, staff and employees of the Massey-Harris Company have, by equipping and maintaining such a home, individually done their "bit" for the Empire and for the brave lads who fight our battles and face death and grievous wounds across yonder on the low-lying plains of Flanders.

### The New Slide

Flossie: "Oh, Gladys, we are learning such a tricky step at the roller skating rink."

Gladys: "What d' you call it, dear?"

Flossie: "We've christened it the Panama Canal Step, because it's just one slide after another."



### The Milking Machine

In 1914, there were, according to Government census 2,673,286 milch cows in Canada. To milk over two and one-half million cows twice a day for 365 days in a year is what may be reasonably termed "some job." Even reducing this large figure by the thought that these cows were only giving milk for so many months annually, it still assumes appalling proportions as a daily task. The owners of these cows cannot do the milking themselves. In the vast majority of cases the work falls to the lot of the hired man or of boys.

In the realm of farm machinery the main idea has been to apply modern ingenuity to give relief from the drudgery of farm work. On the farm very few jobs become so monotonously wearisome as does hand milking. A respite was sought for—and we have it in the form of the modern milking machine.

On the farm efficient dependable labor is scarce. Milking requires time, and time means money. From an experiment the milking machine has developed into a practical efficient apparatus, so that nowadays there is a widespread and genuine belief in the mechanical milker. In this connection the implement dealer is, of course, the ideal sales channel for this type of farm equipment. Wherever dairying is carried on to any considerable extent, there exists prospects for the modern milking machine.

The cost of installing a milking machine depends mainly upon the

make of machine chosen, and, as in all purchasing, from both the consumer's and retailer's standpoint "it pays to buy the best." Another factor in the cost of its installation is the number of pails or units that are being used. Each pail, or unit, may milk either one, two or four cows at one time, depending upon the design of the installation.

With the vacuum system, pipes and air cocks are required, while a pulsometer device may be necessary to give a suction and relief action to the teat cups. The engine operated air pump produces a vacuum in the tank, to which the pipe line is connected. Through rubber tubing this pipe line is connected to the pails or units, from which the teat cups are led by rubber tubing to the udder. This vacuum suction holds the teat cups in position, and give the necessary suction to draw the milk. By a pulsometer the suction may be relieved or applied at the cup giving a pressure and relief motion to the teat, actually reproducing the action of the human hand in milking.

At first many dairymen contended that the action of the machine was injurious to the cow, but countless cases have proved this assertion to be wrong. On one farm in Eastern Iowa thirty-five pure-bred cows have been mechanically milked for five years. It was found that the milk production increased, if anything, and that the machine was no more injurious to the cow than is hand milking. In fact many dairymen found that the mechanical milker actually increases milk flow.

## THE LISTER MILKER

### Action Duplicates Nature



### Thoroughly Efficient, Simple and Reliable

The **LISTER MILKING MACHINE** has never been beaten in competition. Over 1,000 are in successful operation. Its natural action makes even nervous cows give down quickly and in many cases increases milk yield. Operated on the **SINGLE or DOUBLE CAN SYSTEM**. Single can has one set of teat cups, double can two sets. Solves the labor problem. Full equipment supplied, with or without engine. Any power can be used. Cost of upkeep is low and all parts are easily cleaned and interchangeable. Farmers demand it.

Opens a big, profitable field for the dealer. Every dairy farmer a live prospect. Ask us to-day for full particulars of this money-making proposition.

The Lister Line includes: Lister Gasoline Engines, Grain Grinders, Electric Lighting Plants, Milking Machines, Cream Separators, Churns, Silos, Combination Threshers, Pumps, Pump Jacks, etc.

## R. A. LISTER & CO., LTD.

### GALT BUILDING, WINNIPEG, MAN.

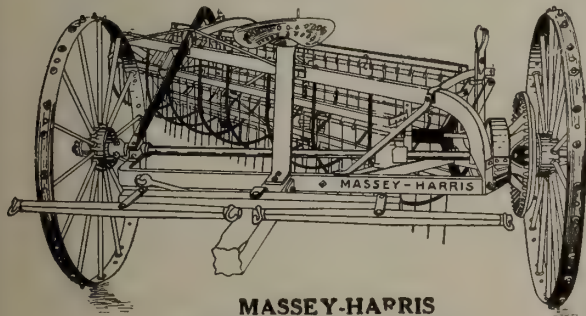
TORONTO, ONT.

QUEBEC, QUE.

ST. JOHN, N.B.

## Make Hay While the Sun Shines

If you can, but if the shines are few and far between, you will have need of the most improved Hay-Making Implements, and here they are.



MASSEY-HARRIS  
SIDE-RAKE AND TEDDER.

Quickly changed from one to the other, and satisfies the most exacting in either capacity.

Made almost entirely of Steel.

Gearing is strong and simple—fast speed for tedding, and slow reverse motion for raking.

Angle of Teeth adjusted by a convenient Lever.

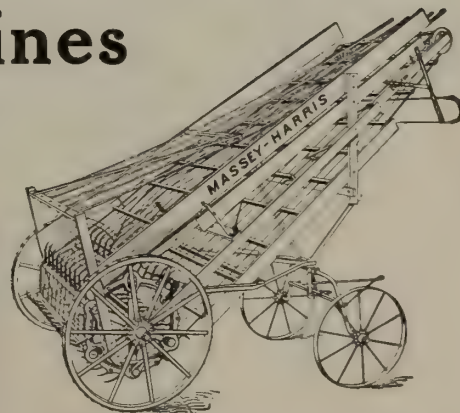
### MASSEY-HARRIS CO., Limited.

Head Offices—Toronto, Canada.

— Branches at —

Montreal, Moncton, Winnipeg, Regina,  
Saskatoon, Swift Current, Calgary, Yorkton,  
Edmonton.

— Agencies Everywhere —



MASSEY-HARRIS HAY LOADER

Simple in construction—will not get out of order.

Yields automatically to any obstruction or unusual volume of hay.

Places the hay well forward on the load.

Its motion is steady and constant.

Furnished with or without Forecarriage.

**They Save Many a Crop which would otherwise be Damaged by Rain or Exposure**



# Opportunity Is Knocking Mr. Dealer



In the career of every business man comes a turning point that determines the future. The man who acts with promptness and decision is the man who wins.

The year 1916 is big with opportunity for increased separator sales. The tireless inventors of "The World's Largest Separator Factory" have produced a separator that at once makes every old-style separator out-of-date.

All separators, except the New Sharples, have a constant inflow of milk but a varying speed. Whenever the speed drops, a lot of cream escapes into the skim milk. Scientific researches have demonstrated that 95 per cent of all hand separators are turned too slow, and, of course, lose cream.

## THE NEW SHARPLES SUCTION-FEED

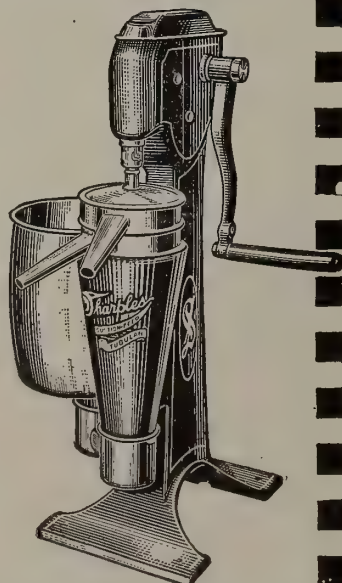
Separator turns this loss into a new and unexpected dairy profit—"velvet." Every hand separator owner is a live prospect.

The New Sharples regulates its own milk supply in proportion to the separating force. It gets *all* the cream at any speed. The capacity increases when the crank is turned faster. A small boy may turn the crank 35 revolutions and make the work very easy. His father may spin the crank 55 times and finish the job quickly. Fast or slow, the New Sharples will skim clean and deliver cream of *even thickness*. No other separator possesses these vital features.

The women folks have always preferred the Sharples—it's so easy to clean. The bowl has only three pieces—no discs to wash. The knee-high supply can is unusually convenient to fill.

The demand for this new money-saving separator is already created. Inquiries are pouring into our office from every dairy section. There's new business waiting for you in your territory.

Send for our book, "Velvet" for *Dairymen*, and our attractive dealer's contract. Open the door while opportunity is still knocking. Write now.



## The Sharples Separator Co.

Also Sharples Milkers and Gasoline Engines

West Chester - - - Pennsylvania  
Chicago San Francisco Portland Toronto

(Continued from Page 5.)

Inquiry is often made regarding the quality of milk produced by the mechanical milker. The fact that some dairymen are producing certified or the highest grade of milk possible, and at the same time are using milking machines, is proof that the mechanical milker can compete successfully with hand milking when it comes to producing clean milk. If the teat cups and rubber tubing are not properly cleaned the milk will become contaminated with bacteria, but the fault is with the person and not with the machine.

After using the teat cups and rubber tubing should be rinsed in cool or lukewarm water, washed with brush, warm water and washing powder, rinsed and immersed in a solution of salt and water. Nine parts water and one part salt make a solution that is amply strong. Lime water is also recommended. Pails should be rinsed, washed with hot water, brush and washing powder, then rinsed with boiling water. If this is done, and if the cow's udder and teats are cleaned before milking, machine drawn milk should be much better than the usual run of hand drawn milk in so far as cleanliness is concerned.

The actual time saved by using a machine depends upon the skill and experience of operator and upon the number and kind of units that are used. If a record is to be kept of amount of milk from each cow, then single unit or one-cow pails would have to be used, or else pails that have partitions. Once the operator becomes accustomed to using the machines, he may expect to milk from twenty to twenty-five cows an hour in case two two-cow units are used, according to the statement of a practical dairymen. A dairyman using three single cow units may expect to milk and strip twenty-five cows an hour.

The dealer naturally wonders what number of cars justify the profitable installation of one of these machines. Twenty cows would certainly justify a dairyman in buying a milking machine. If one of the less expensive types is installed, then there are some dairymen who would be justified in buying a machine for a herd of fifteen cows. Perhaps the time may come when a man with half a dozen cows will find it worth while to buy a mechanical milker just as now a few cows justify the use of a cream separator.

A cold, dirty, old-fashioned barn does not go with a milking machine. Steel stanchions are almost imperative. But above and beyond the barn and the cows is the man who must operate the machine. If he thinks that a machine means freedom from work and responsibility, he would better forget about the mechanical milker.

To the aggressive implement dealer who desires to increase his business the agency for milking machines can be made a profitable part of his business. In fact every implement dealer can profitably investigate these machines, and we believe that any firm manufacturing them will be glad to give all necessary details regarding their individual type of installation.

### "Velvet" for Dairymen

Such is the title of an attractive booklet gotten out by the Sharples Separator Co., West Chester, Pa., describing the suction feed separator recently developed by the company and now being marketed.

It is claimed that this suction feed principle is the only new development in cream separators since the first separator, based upon the centrifugal force idea, was perfected.

Moreover, it is claimed that the new Sharples is the only separator

## PROVINCIAL EXHIBITION BRANDON, MANITOBA, JULY 17 to 22, 1916

### Manufacturers are Invited to Exhibit

Those who have patronized this Big Fair, have demonstrated that it pays. It is here the Manufacturer meets the farmers and buyers. Dealers can see the latest and best in farm implements, machinery and equipment.

### THE PROVINCIAL EXHIBITION OF MANITOBA

We inaugurate the first Light Tractor Plowing Demonstration in Canada. NOT A COMPETITION, simply a practical demonstration on land close to Fair Grounds.

Outside Display Space Free—Nominal charge for inside space. Ample space for automobiles.

Write for Prize Lists. Entries close July 8th. Make application for display space early.

A. C. McPHAIL,  
President.

W. I. SMALE,  
Secretary and Manager.



on the market to-day that automatically adjusts the load to the speed. The principle upon which it is based is this: the amount of milk sucked—gravity plays no part in the filling—into the separator bowl depends altogether upon the speed with which the separator is operated. At all times the machine, at whatever speed, can skim clearly.

#### Saving Money for the Customer

Every implement dealer whose customers are losing money on their cows should feel ashamed of himself and start quick action to save their money. South in Iowa a young lady school teacher taught the farmer fathers of her pupils why they were losing money on their dairy cows, and became famous all over the country as an educator. It should not be necessary for the school teachers to monopolize farm leadership when there is a live dealer in the community.

Every dealer knows that happy, prosperous customers are good things to have in his territory. If the farmers are losing money they are not going to be very good spenders. That is the local expression of the world-wide spirit that actuates all modern business. Take care of the customer and the merchant will be able to take care of himself.

Could the average dealer see in its entirety the scheme of better and more profitable farming, of which the cream separator and the silo are parts, he would become a cream separator enthusiast and a booster for silos and ensilage. The cow can be made a far more profitable adjunct to the Canadian farm than is now the case, and the dealer can do good work in educating the farm communities to that end.

#### The Value of Ensilage

Silage is forage preserved in a succulent form convenient for use as feed for farm animals. It is slightly acid, laxative, cooling to the system, and besides the valuable quality of succulence, carries practically undiminished the nutritive elements of the plant from which it is made. It is relished by all kinds of farm animals and is a reasonably safe feed for any except males kept for breeding purposes, or horses at heavy labor.

However, best results are not secured by feeding only silage, but it should be used in connection with other roughage and grain in proportions varying with the kind and condition of animals as well as the end one intends to effect through feeding. That a feed is cheap and plentiful is no reason

for wasting it, and true economy in feeding is only to be found where there is a definite purpose in view. Study, observation and experience, coupled with good judgment, are necessary on the part of one who aspires to become a feeder, and even silage will not take the place of these necessities.

Indian corn or maize is the crop most commonly grown for the silo in America, though others, like sorghum, clover, alfalfa, pea vines and soy beans can be utilized in this way. The silo can also be used to preserve refuse from pea or corn canneries, beet tops and leaves, beet pulp, wet brewers' grains or other waste material of similar nature, making it available for longer periods and for feeding at times when other sources are deficient. But corn is the great silage crop, and cattle are the animals to which

the silo means the most. The dairy cow is particularly partial to silage, and that she responds to the addition of silage to her ration is shown in the remarkable increase in the number of silos built in the regions devoted to dairying.

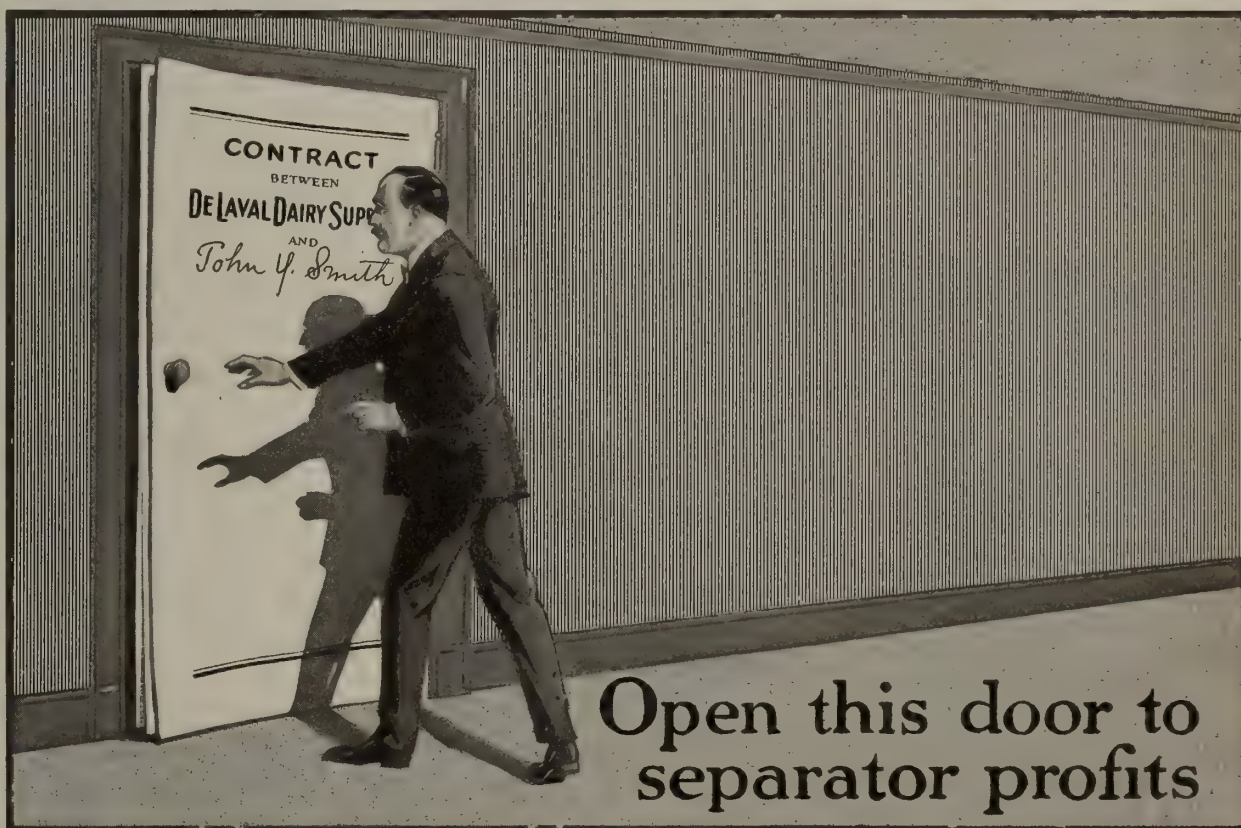
The dairy cow is naturally adapted to consume large quantities of coarse forage, using a part for the maintenance of her body and its functions and returning the balance in the form of milk and butterfat. It is plain that the more feed she can handle in excess of the amount required for her own bodily needs the greater will be the profit to her owner.

Right here enters the special need for succulence in the ration of the dairy cow, and the importance of silage to profitable dairying. If located in a dairy district the dealer should sell silos.

#### Think it Over!

The farmer has been purchasing farm equipment on a time basis simply because you have allowed him to buy on that basis. Most of you know that having been able to buy goods on a six or twelve months' dating, you have very graciously allowed the farmer to do likewise. You and your competitors both wanting the business have held out these inducements to get the farmer's business. It has been a case of too much selling "terms" and not enough of selling "merchandise."

**WANTED** First-class Salesman and Collector for long established wholesale concern. A man with cream separator and engine experience preferred. Apply with particulars, in confidence, to J. S., Box 214, Canadian Farm Implements



**T**HE DE LAVAL is the easiest separator to sell and the least troublesome one after it is sold. Therefore it is the most profitable one for you to handle. Of course, the unquestionable superiority of the De Laval in everything that goes to make a good cream separator is the chief reason for the ease with which it is sold, but De Laval prestige, De Laval service, De Laval general advertising and De Laval direct circularizing of agents' possible buyers, are a few other good reasons why the De Laval offers you the greatest business and profit getting opportunities.

If you think we need a good agent in your locality let us have your agency application at once. The De Laval contract will open the way for you to get a fine lot of business that will mean profit and satisfaction to all concerned.

### De Laval Dairy Supply Company, Limited

Largest Manufacturers of Dairy Supplies in Canada

Sole Distributors in Canada of Alpha Gas Engines. Manufacturers of Ideal Green Feed Silos, and a complete line of high grade Creamery, Dairy, Cheese Factory, and Milk Plant Supplies and Machinery. Catalogues of any of our lines mailed upon request.

Winnipeg

Vancouver

Montreal

Peterboro

50,000 BRANCHES AND LOCAL AGENCIES THE WORLD OVER



## Increased Express Charges on Repair Parts

On March 15, 1916, the Express Traffic Association, acting on behalf of the express companies operating in Canada, submitted to the Board of Railway Commissioners for its approval supplement No. 8 to express classification No. 3. Among other changes, this supplement provided for an increase in express charges on castings, loose or in bundles, and on single castings weighing 25 pounds or less, crated or trussed, from the present merchandize rates to one and one-half merchandize rates. This means an increase of 50 per cent over the present express charges on castings so shipped.

However, the supplement continued the application of merchandize rates on castings when shipped in boxes, barrels or packages.

When particulars of these charges were received by the Winnipeg Wholesale Implement Association a special committee was appointed to go into the matter of the increased charges as they would affect the parties who would pay the express tolls on repair parts, in other words the Western farmers. After a thorough investigation and careful

consideration this committee, on behalf of the Association, filed a protest against the proposed increased express charges with the Board of Railway Commissioners, stating that while it agreed that shipment by express should be made in such a manner as will insure reasonable protection to the goods in transit and permit of expeditious handling, at the same time it protested strongly against changes in the express classification which would have the effect of materially increasing express tolls by making regulations that were unnecessary to attain the above object.

### Large Repair Traffic

In this protest the committee pointed out that the traffic in agricultural implement repair parts, of which there are from five to seven hundred shipments per day from Winnipeg each day in the busy season, constituted one of the heaviest class of shipments made by express. Furthermore repair parts are less liable to damage than most express traffic, and can be left exposed to the weather without depreciation. It was also pointed out that one of the largest distributors of repair parts in Winnipeg did not have \$15 worth of claims for repair

parts shipped by express last year. Another firm who made a very careful investigation of their business last year only received claims to the value of \$6.

Express charges in Western Canada constitute such a severe burden upon the farmer, who urgently requires repair parts, and as the proposed changes seriously affect by far the largest industry in Western Canada, the committee requested the Railway Commission to disallow any increase in the toll for carriage of such shipments.

The Association filed with the Railway Commission cuts of many repair parts showing the impracticability of boxing or crating same because of the irregularity of the size and shape of the parts. It was also pointed out that even if it were possible to crate some repair parts, this crating could not be done until the order was received, and would entail such delay as would frequently result in the repair part that was urgently needed by the farmer not being shipped on the first available train. In addition crating of repair parts would entail the carrying of a stock of lumber to make the crates, a staff to put them together and a large space for the purpose. This could not be done without considerable

extra expense, which would have to be added to the present cost of the repair part, and in addition there would be the increased express charges on the weight of the crating which in many cases would exceed the weight of the repair parts, resulting in an increase of at least one hundred per cent in express charges.

In view of the foregoing the Association urged the Board of Railway Commissioners to disallow the proposed increased charges submitted by the Express Traffic Association for the shipment of castings by express and suggesting in lieu thereof that its members who are anxious to cooperate with express companies in any manner that will be of assistance would not object to reasonable regulations as to the manner in which packages of castings must be secured and addressed, and to provide for this suggested the following classification, as being acceptable to the implement trade.

### CASTINGS

In boxes, barrels, crates, bags and bundles when securely wired with wire not less than 15 gauge and linen tag attached thereto, merchandize rates. Loose, when linen tags securely wired thereto, merchandize rates.



## Mr. A. C. McIntyre Made Money Thousands of Others are Doing It You Can Do It with the LILY or the PRIMROSE

**M**R. A. C. MCINTYRE, of Orillia, Ontario, is one example of what a dealer can do with **LILY** or **PRIMROSE** separators. In 1912 Mr. McIntyre sold 10 separators; in 1913 he sold 22 separators; in 1914 he had 17 sales; and in 1915 he sold 58 **PRIMROSE** cream separators. This year he expects to boost his sale of **PRIMROSE** machines to at least 75 sales.

Just so are sales of International Harvester cream separators growing in every community—in yours. Sell **LILY** or **PRIMROSE** separators. Not only have they a score of unbeatable features that have made them popular, but they furnish you with these sales-making factors:

1. **LILY** and **PRIMROSE** separators carry with them the same reputation that goes with the name International Harvester.

2. They bring with them the famous Sales Promotion Campaign that has turned thousands of prospects into sales.

Write the nearest branch house now, before the season gets a good lead on you. Get a contract for the **LILY** or the **PRIMROSE**—good territory now open.

**International Harvester Company of Canada, Ltd.**

### BRANCH HOUSES

At Brandon, Calgary, Edmonton, Estevan, Hamilton, Lethbridge, London, Montreal, N. Battleford, Ottawa, Quebec, Regina, Saskatoon, St. John, Winnipeg, Yorkton.



The Association stated that such an arrangement would in its opinion be a great improvement over old shipping conditions and should be satisfactory to express companies. However, should the latter not agree thereto the Association requested the Board of Railway Commissioners to hold a sitting in Winnipeg before deciding upon the transportation of castings by express, at which shippers who are vitally interested in this matter might appear and place their views before the Commission.

#### The Binder Twine Situation

The two largest producers of binder twine announced their prices on April 1st and 4th respectively. The Harvester Company, however, recalled its twine prices on April 8th, the opening quotations having been:

##### International Harvester Co.

Sisal or standard (500 ft.), 9½c.  
Extra—Standard (550 ft.), 10½c.  
Manila (600 ft.), 11¾c.  
Superior manila (650 ft.), 12¾c.  
Pure manila (650 ft.), 13¾c.

With the usual allowance of ⅛c. per pound on 10,000-pound lots, and ¼c. per pound on 10,000-pound or carload lots, f.o.b., Chicago, or points taking like rate of freight. For delivery at Minneapolis or Kansas City add ¼c. per pound.

The "superior manila" quoted is a new mixed twine offered by the International, and runs 650 feet to the pound. It is 1 cent lower than pure manila of the same length.

While the International Harvester Co. withdrew its prices on binder twine, the Plymouth Cordage Co.'s schedule, given below, is still in effect. This step on the part of the International Harvester Co. is owing to the fact that the company has been informed by the Commission Reguladora del Mercado de Henequen, or

Regulating Committee, of Yucatan, that it cannot at present accept further orders for sisal fiber. The International having fiber hardly sufficient to cover orders already booked was compelled to issue instructions to the general agents on April 8th, to accept no more orders for twine until further advised. The prices issued on April 1st were to be allowed on all contracts already written. The company naturally hopes to obtain all the fiber necessary to take care of the trade, but owing to the uncertainty of supply, or what the price may be, it was necessary to stop selling until definite information can be secured.

Recently, Alex Legge, general manager of the International Harvester Co., told the Senate Committee investigating the sisal trust that the increase in price of sisal fiber resulting from the action of the monopoly of the entire supply, makes it absolutely certain that the twine bill for 1916 of the farmers of America will be at least \$5,000,000 higher than it was last year.

#### Plymouth Prices

On April 4 the Plymouth Cordage Company announced its prices as follows, these being still in effect:

Sisal or standard, 9½c.  
Extra standard (550), 10¼c.  
Manila (600), 11¾c.  
Primax (650), 12¾c.  
Pure Manila (650), 14c.

These prices are subject to a reduction of ⅛c. on orders of not less than 10,000 lbs., and a reduction of ¼c. on orders of not less than 20,000 lbs. For Minneapolis delivery ¼c. higher.

It is considered by some members of the trade that the prices are very low when conditions are taken into account, while it is expected that prices will be advanced before the end of the season. A recent development in the situation has been the proposal that the United States Government take charge of the fibre market.

#### Cushman Co. Handle Self Feeders

The Cushman Motor Works of Canada, Winnipeg, have secured the sales agency for the Langdon Ideal Rotary Self Feeder, as manufactured by the Hart Grain Weigher Company, of Peoria, Illinois.

A. J. Hartley and H. A. Coffman, representatives of the Hart Company, recently spent a few days in Winnipeg making arrangements with Mr. Donovan as to the supply of this well-known line.

The Langdon Feeder is guaranteed by its manufacturers to feed any make or size of separator to full capacity, in any kind or condition of loose or bound grain, thoroughly dividing the grain and never slugging or overloading the cylinder. It automatically governs and controls the feed before, not after slugging the cylinder. This feeder is strongly built throughout with knives of excellent design which reach out and draw the material inwards. This gives a draw-cut motion which has excellent results in handling the grain.

Automatically governed, any charge of wet, damp or matted material by resistance locks the retarder and conveyor checking them until the rear knives have combed away the overcharge. This feeder should be a very valuable adjunct to any thresher, and interested dealers can obtain full particulars by writing the Cushman Motor Works of Canada, 289 Princess St., Winnipeg.

#### I.H.C. Changes

On the retirement of William Browning, domestic sales manager of the International Harvester Co., Chicago. Mr. Frank Culbertson, heretofore assistant domestic sales manager, will take Mr. Browning's position. Mr. A. L. Upton, formerly district sales

manager of the Eastern division, will become assistant domestic sales manager, and the place made vacant by his appointment will be filled by W. P. Wells, formerly manager of the Regina branch of the International Harvester Co. of Canada.

They must call him the middleman because everybody from every side tries to squeeze him.

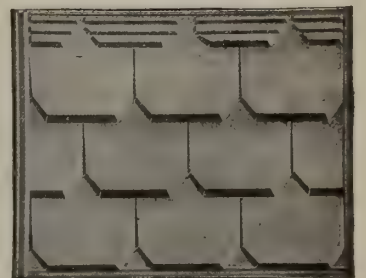
In order to take your discounts and save freight, you must sell goods. Of course you knew it.

### You Can't Sell a Farmer Implements

If he intends to spend all he can spare on a new barn or house.

Why not be in a position to sell him a good METALLIC ROOF?

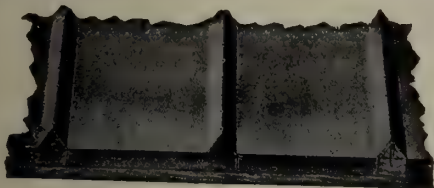
The Famous "EASTLAKE" STEEL SHINGLE



Does not cost DEALERS a cent to secure our Agency and YOU would find this line a pleasant and profitable one.

Worth Looking Into at Least Please Ask For Particulars

The Metallic Roofing Co., Ltd.  
Manufacturers  
797 NOTRE DAME AVENUE,  
WINNIPEG.



### Max Brand 3.V. Crimp Roofing

is economical to use, attractive in appearance, durable in service. Your customers will find an estimate very interesting and orders will carry a handsome profit.

SEND FOR FULL PARTICULARS

Winnipeg Ceiling and Roofing Co., Ltd.  
P.O. Box 3006 F.I. 3  
Winnipeg, Man.

BARNs, IMPLEMENT SHEDS AND ALL FARM BUILDINGS need protection against fire and lightning as well as weather.

### A. STANLEY JONES North Battleford SASKATCHEWAN

The Original Small Threshing Machine

COMPLETE OUTFIT—8 h.p. Engine, 28 in. Separator  
All Fittings, Belts and Truck with 16 ft. reach...cash \$670.50  
28 inch Separator alone, all fittings...cash \$317.00  
24 inch Separator alone, all fittings...cash \$284.00

MADE IN CANADA

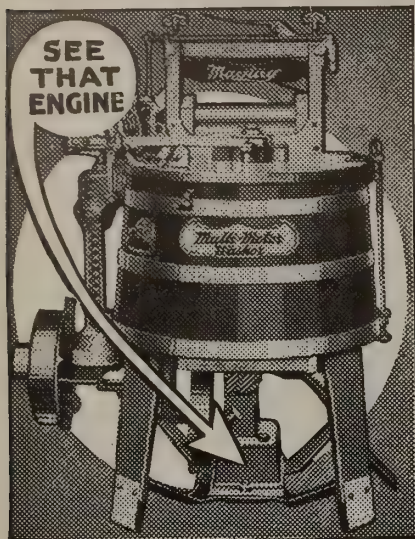
Write for Free Catalog and Time Terms.



FREIGHT PAID IN MAN. AND SASK.

As used by NORMAN M. ROSS, Superintendent of the Government Farms, Indian Head. PAUL GERLACH, Allan, winner of the World's Prize Wheat, 1913. W. S. SIMPSON, Pambrun, winner of the World's Prize Flax, see prizes in my catalogue. JOHN ILLINGWORTH, Roeliff, who came within ¼ of a point of Seager Wheeler in 1914. Many improvements, ORDER EARLY, MOST IMPORTANT.  
General Sales Agents for LA COMPAGNIE DESJARDINS, LTD.





It is positively the only successful engine of its kind on the market—it operates on gas, gasoline, kerosene or alcohol—about 5c. worth does the wash—it is the principal exclusive feature of

## The Maytag Multi-Motor Washer

This Washer will not injure the daintiest linens or the most delicate laces and it will handle the heaviest blankets—doing the work twice as well and in less than half the time required by the old-fashioned washer or back-breaking, knuckle-skinning wash board and tub.

Have YOU joined the army of wide-awake dealers who are handling our line of washers?

Get ready for the summer trade by having samples to show of our Electric, Hand Power, Maytag Power (equipped to be run with a separate engine) and Multi-Motor. The four best washing machines in the world.

If you are in business in Alberta, write to the Merchants Hardware Specialties Ltd., Calgary, for full particulars.

**The Maytag Co., Ltd.**

Logan and Arlington  
WINNIPEG MAN.

### Demonstrate the Washing Machine

One of the greatest labor-saving machines for use in the farm home is the hand or power washer. The farmer's wife has of necessity been forced to do her own work, owing to the fact that it is almost impossible to get domestics to work in the farm home. This necessity has made her more independent and more susceptible to the purchase of labor-saving devices than her city sisters.

To get this business it is, however, necessary to intelligently display and demonstrate the washer so that the many prospective women buyers may see and learn the many conveniences of the particular machine handled. It is certainly not to be expected that a woman buyer should cherish the idea of coming to see a demonstration when the machine to be demonstrated is set back among a lot of greasy farm machinery and so surrounded that it is with extreme difficulty that the machine may be closely inspected. Every woman, whether she lives in the city or country appreciates neat and effective display.

### Features in Power Plowing

With the development of the tractor the thought must come to the implement man that the farmer operating 80 or 160 acres—commonly termed a small farm—will not be content to pursue in the same old way the plowing operations in vogue in the past. It seems evident that the day is not far distant when the tractor and power lift plow will be as common a sight on the farm as to-day are the reaper, binder and seed drill. It will become obvious to the farmer that he cannot afford to trust to climatic conditions during the time afforded to plow and prepare the soil for the crop. Time is of paramount importance—and the tractor and power plow save time.

The problem of power plowing has resolved itself into the "one-man outfit." The man who operates the tractor also operates the plow. This has been made possible by the power lift device—the simple pulling of a rope attached to the plow.

Plow manufacturers have been meeting every requisite in the design of plow bottoms for handling almost any kind of soil, from light, sandy loam to the heavy, waxy black land and gumbo. In addition, some manufacturers are making a special plow, with bottoms for plowing ten to fourteen inches deep, with a single bottom on each beam—and one company

has designed a plow having two bottoms attached to each beam, one bottom almost directly under the other. The lower bottom is two or three inches smaller than the upper one and is adjustable up and down so the plowing can be done from ten to fourteen inches deep.

In starting a power plow, care should be taken to adjust the draft

without too much loss in turning at the ends, and as far from the furrow ends as will permit the tractor and plows to turn, keeping the sides the same distance as the ends, first plowing an open furrow at the head lands and by dropping the plows at this point and raising them at the same furrow, will leave a strip all around the field of equal width to be



Advance-Rumely Oil Pull Navigating a Swamp in Russia.

chains, so as to allow the first plow to cut a clean, full-width furrow and still have the drive wheel of the tractor in from edge of furrow and the beams drawing in a straight line. When the drive wheel laps over the edge of the furrow the engine frequently slides into it, and it is then difficult to get out—and to run too close to furrow is apt to pack the soil. This is frequently the case with small gangs of the 3 and 4 bottom type. In these sizes, there is no objection to adjusting the hitch to one side so that the first bottom runs behind the outer edge of the drive wheel. In larger gangs, the hitch would naturally come nearer center of the tractor.

It is important in hitching a gang to the tractor to hitch as close as possible and still have the weight on the front truck wheels—more especially in the power lift type of plow. In starting a tractor gang plow, the quality of the soil must be considered. If sticky or very light and hard to scour, the rolling coulters should be placed forward over the point of the share—say  $\frac{1}{2}$  in. or  $\frac{3}{4}$  in. from the landside. This prevents the tendency of the rear part of coulter to lift the soil and destroy the friction on the shin of the mouldboard where the sticking or clogging first begins.

In plowing a field with the power plow, lands should be back furrowed in as many parts as the width of the field will permit,

plowed. By plowing around and throwing the furrows in, the ground will all be plowed without running the tractor over any of the plowed ground.

In opening the first furrows, it is well to plow shallow, throwing the two furrows together without making a high ridge and allowing the bottoms to get an earth polish—then setting them gradually deeper until the proper depth is obtained.

While conditions may vary, also the efficiency of different power plowing outfits, the plows generally adapted for use with tractors of various sizes are about as follows:

For an 8-16 tractor, 3-bottom gang, plowing 6 to 7 inches in old ground; in hard, dry ground, 2 plows at the same depth or 3 plows 4 to 5 inches deep.

For a 12-25 tractor, a 4 to 5-bottom plow—same conditions as above.

For a 15-30 tractor a 4 to 6-bottom plow—same conditions as above.

For a 20-35 tractor, a 5 to 6-bottom plow—same conditions as above.

For a 25-50 tractor, a 6 to 8-bottom plow—same conditions as above.

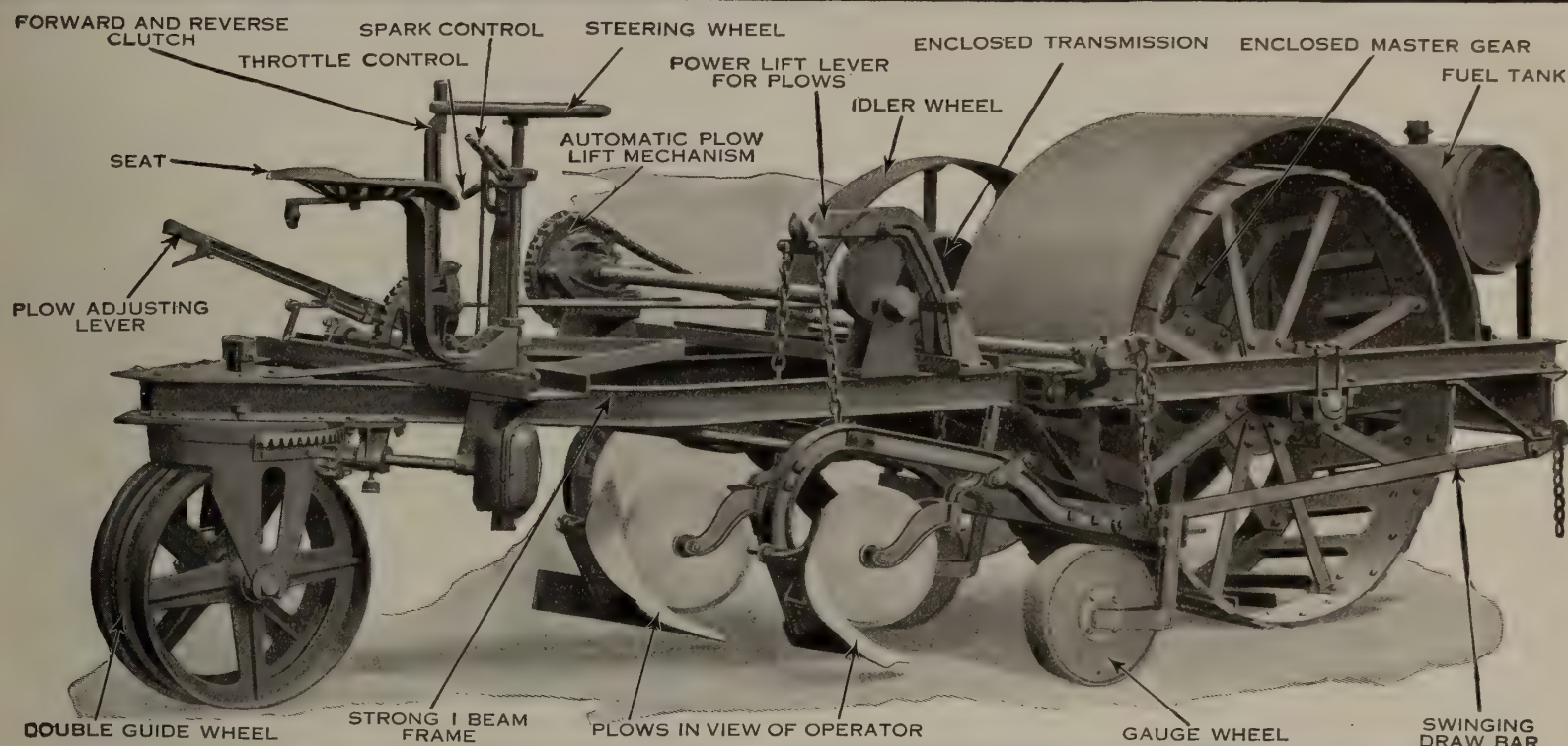
Some great agriculturists in Europe. They make two bayonets grow where one grew before.

Implements well bought and poorly sold, or badly bought and well sold, don't yield much profit.



# Rumely All-Purpose Tractor

## 8-16 (Two Plow) 12-24 (Three Plow)



**The best dealer proposition  
in the tractor field — and a  
money maker for the dealer  
who holds a contract.**

*Get in touch with our nearest branch for particulars*

**ADVANCE-RUMELY THRESHER CO.**

(Incorporated)  
**LA PORTE INDIANA**  
**ADVANCE-RUMELY BRANCHES**

Aberdeen, S. D.	Dallas, Texas	Kansas City, Mo.	Nashville, Tenn.	San Francisco, Cal.	Calgary, Alta.
Battle Creek, Mich.	Des Moines, Iowa	Lincoln, Nebr.	New Orleans, La.	Spokane, Wash.	Saskatoon, Sask.
Billings, Mont.	Fargo, N. D.	Madison, Wis.	Peoria, Ill.	Wichita, Kans.	Regina, Sask.
Columbus, Ohio	Indianapolis, Ind.	Minneapolis, Minn.	Portland, Ore.	Winnipeg, Man.	

### A FEW SPECIAL FEATURES

One-man outfit.  
Tractor complete with plows.  
Full control from operator's  
seat.

*All Steel Gears—encased  
and running in oil.*

Roller bearings throughout.  
Rigid I beam frame.

Heavy Duty, 4 cylinder  
motor.





## The Vehicle Industry

The carriage industry still exists, and presents itself to-day a strong, vigorous, progressive and prosperous industry—old in experience but still full of enterprise. The pessimistic and the uninformed may think the industry of making horse-drawn vehicles, such as buggies and light carriages, is a dying one and that carriage manufacturers are a fit object for sympathy.

The subject of the decadence of the horse-drawn vehicle and the approaching elimination of the horse seems to be a favorite for sensational newspaper articles and a fitting topic to be brought into any conversation bearing upon the subject of transportation and power for the modern farm.

All the writers who talk of the elimination of the horse forget the fact that the carriage industry never knew anything but opposition. In the early days, it is true, the horse drawn vehicle of various kinds and capacities had a monopoly of the land transportation business of America. The steam locomotive came, still the horse multiplied and carriage makers turned out their thousands of jobs; the electric trolley came—and still we sold buggies! Then came the bicycle craze, and the buggy business was said to be doomed. But the carriage maker took another hitch in his pants and made more buggies, and still more!

Then came the automobile industry, and the prophets waxed loud in the land. "It's all over for the hoss," said they, "we will inter him quietly and with decorum." Yet the horse multiplied and buggies were sold, for not one-half of the men who own automobiles ever sat on the seat of a buggy. The automobile spread as the sands of the sea, even into those places where chattel mortgages are recorded and where Semetic gentlemen hang out three golden balls as a sign that easy money can be raised at a preposterous rate of interest. And still the horse goes on reproducing.

According to government estimates, the number of horses in the Prairie Provinces at the end of 1915 was as follows: Manitoba, 329,994; Saskatchewan, 667,443; Alberta, 620,000. This gives a total in these provinces of 1,617,437 horses, being an increase of 43,195 as compared with the horse population at the end of 1914. Further government reports state that for the whole of Canada the increase of horses during 1915 totalled 48,361, therefore the West does well.

# CANADIAN FARM IMPLEMENTS

THE OFFICIAL ORGAN OF THE  
INTERPROVINCIAL RETAIL IMPLEMENT DEALERS' ASSOCIATION  
AND  
SASKATCHEWAN RETAIL IMPLEMENT DEALERS' ASSOCIATION

A MONTHLY NEWSPAPER  
DEVOTED TO THE INTERESTS OF DEALERS IN AND MANUFACTURERS OF  
FARM IMPLEMENTS, VEHICLES, ENGINES AND MACHINERY

Established in 1904 and Published Monthly by

**Canadian Farm Implements, Limited**

F. D. BLAKELY, Manager

811-12 CONFEDERATION LIFE BUILDING Telephone Main 518 WINNIPEG, CANADA

## SUBSCRIPTIONS

\$1.00 per year in Canada; Foreign \$1.25 per year.

Single Copies, Ten Cents

## ADVERTISING

RATES MADE KNOWN ON APPLICATION

Change of Advertising Copy should reach this office not later than the 25th of the month preceding issue in which insertion is desired.

## CORRESPONDENCE

Solicited on all matters pertinent to the implement and vehicle trade. As an evidence of good faith, but not necessarily for publication, every correspondent must sign his name. We reserve the right to edit all matter submitted but do not undertake to endorse opinions expressed by correspondents.

Member Western Canada Press Association  
Entered in the Winnipeg Post Office as second class matter

WINNIPEG, CANADA, MAY, 1916.

In the United States, according to reports by the U.S. Dept. of Agriculture, the number of horses at the end of 1915 was 21,166,000, or only 29,000 fewer than at the end of 1914. This is in spite of the fact that the U.S. has sold for war purposes nearly 680,000 horses.

So long as horses object to race suicide; so long as a girl has a waist and a young man an arm, will the buggy be sold. The old horse may not be built for speed, but he does not develop carbon in his whizzer or congestion in his carburetor! Be of cheer and buy buggies. You can sell them if you'll only go about it as dealers did in the past.

## Plows or Projectiles?

In addition to the extreme difficulty experienced by manufacturers of farm machinery and implements in getting adequate supplies of raw material to supply their ordinary trade, there arises a feature in the handling of war orders that seems worthy of comment.

Complaints are many among the jobbers, wholesalers and selling agencies who handle farm equipment that supplies cannot be procured from the factories in order to meet the demands of the retail trade. The reason for this condition of affairs is, in many

cases, that the factories are engaged upon war orders and are devoting a great percentage of their facilities to the production of various war materials.

While we would be very unpatriotic, to say the least, if we condemned this laying aside of everything for the manufacture of munitions of war, it scarcely seems to be a wise undertaking for any machine manufacturing concern to blind itself to the fact that war orders are not the sole reason for its existence. While the manufacture of war supplies must be pursued, it seems a short-sighted policy for any concern to side-track everything in order to attend to war orders. In the ultimate this would be a serious detriment to our own industries, particularly that of supplying machinery to the farmers of Canada. The war must be won, but we must keep up the supply of artillery for the men behind the firing line—the army of food producers. And even the greatest war must end some time, and war orders will cease. When that day comes it would seem likely that any firm that seriously neglected its legitimate trade through lack of supplies to its customers will face a long and unprofitable struggle to win back the prestige it has lost by neglecting the customer in the hour of his need.

## Selling the Goods

Real results in the retail business depend largely on turning the stock as often as is possible. Give a good, hustling dealer a clean stock of selling machinery, an established price and a fixed profit, and he will make money where other dealers who are trying to sell unknown goods, at an uncertain profit, will fail. No dealer should fool himself on paper profits. A man may think he is making profits when he is not. Too much attention may be given to percentage and too little to actual profit. A man may fall down on his buying because of that, and fall down in his selling because he buys the wrong lines.

What good does a big percentage of profit do you if the goods are slow sellers? You are not making a good profit when you have to spend a lot of time and energy to get your money out of the goods. The kind of profit you want is real profit—not paper profit. To get it you must sell the goods—turn them into real money. If you sell three times as many advertised plows or drills that pay you, say, 18 per cent profit as you can of an unadvertised line that pays 22 per cent profit, why waste time on the latter?

## Facts and Figures

At the mention of the word "statistics" strong men have been known to blanch. It may be a sign of the times, but every individual seems to avoid statistics, as they would avoid eczema. Beyond government authorities, who live and grow fat on the compilation of statistics that no one reads save long-suffering economic writers and the editors of trade journals, no one cares a hoot for statistics. This is strange since no sane business man would condemn or ignore an inventory or stock list of his property showing its comparative progress as years go past.

All statistics are simply inventories of assets and liabilities, and we cannot despise them as they affect our own business. It is possibly too much to expect the average man to take an active interest in general affairs which do not immediately concern him, yet any man can greatly increase his knowledge by a study of the figures relating to certain lines over a period of years.

The war has given a sort of renaissance to the statistical business. In a national sense we have to use the figures of Canadian production in both industry and agriculture. In Great Britain every man of fighting capacity



had to be listed and tabulated, which means more statistics! The Germans, among other lessons which they have lately given humanity, mighty poor lessons many of them, have shown their resources for statistical organization when they had perforce to list every bushel of grain, every ton of potatoes, every bale of hay, butter, paper, timber, horses—in fact, everything that concerned the food, clothes and existence of their nation. By so doing they could apportion their resources equitably among their albeit waning population.

This at least shows the practical value of statistics, and gives Canada a lesson which we should profit by. From the government down to the retailer no man should evade comparative figures in relation to his particular business. Figures may be hard to digest, but properly used they are of great value to any nation and any individual. How many plows or seeders did you sell five years ago—or how many mowers? Do you forget, or have you a statement showing the comparative business done in each month and each year?

#### Selling on Time

Despite any ideas the dealer may have to the contrary, a sale of goods is not complete until payment has been received for them. If payment is not made for the goods we have not made a sale; we have virtually made a donation of the goods to the farmer, unwillingly, of course, but nevertheless we have practically given away the goods.

In the implement business we are so polite that we do not classify these unfinished sales under the undignified heading of "donations." That would typify a cheerful gratuity; so to evade any error we must club such sales under the painful heading of "losses."

On the American continent the amount of those uncollected accounts, or losses, in the farm machinery business must total millions annually. They have become so established a fact that we look upon them as a fixed quantity. This means that concerns view with complacency a certain percentage of losses every year, purely through uncollectable accounts.

Yet by analyzing the causes of bad accounts we will discover that many at least may and should be avoided. It may be claimed that we cannot know whether an account is uncollectable or not until after it matures, and a demand is made for payment. But, on investigation how often do we find unmistakable evidences of impos-

sible, or at least improbable, payment—which could have been avoided if the customers financial condition had been thoroughly looked into before the goods were turned over to him.

It is a wrong practice, moreover, that when a credit customer may settle in sixty or ninety days, and pays his bill, the dealer bestows on him a good cigar or a buggy whip. If the same man had been a cash customer for years he would not even receive a gumdrop as a token of the dealer's appreciation. This is showing preference to the credit customer, and is wrong because any retailer would rather have a steady cash than a credit customer any day. The time has passed when a great deal of the credit given is necessary. Endeavor in so far as is possible to do business on a cash or near-cash basis.

#### Successful Advertising

The merchant who is looking toward the largest success can no more do without newspaper ad-

vertisements, however, the tractors perform every operation in connection with producing the grain crop from plowing, disking, harrowing and seeding to threshing the grain and hauling it to market.

With the advent of the small and middle sized tractors and their adaptation to the farm with mixed crops, a variety of uses has been discovered for the tractor which is long as the list of farm operations itself. A tractor can pull every machine which customarily has been drawn by horses, and through its capabilities at the belt it can adapt itself to a score of uses to which horses are not applicable. Due to this double use, it is not necessary for a tractor to supplant a great amount of horse power in order to pay for itself within a comparatively short time.

With the problem of securing farm help which gets more and more acute, every farm is a possible habitat for the tractor and every farm operation a possible job for tractor power. The ter-

#### Personal

P. E. Berube is a new dealer doing business at Elm Creek.

A. J. Austin has commenced an implement business at Webb.

H. F. Grabinsky has sold out his implement stand at Neville.

David Dewar has discontinued his implement stand at Gull Lake.

R. Lindsay has sold out his business at Rosburn to Richard King.

O. A. Morkell is the name of a new implement dealer at Rush Lake.

Geo. Turnour has commenced a garage and auto agency at Castor.

O. A. Sempf is adding implements to his harness business at Dundurn.

M. O. Rollefson is now carrying on an implement business at Gull Lake.

Diebold Bros. have opened a new garage and auto agency at Tompkins.

R. J. Gendron is a new implement dealer, doing business at Meyronne.

E. S. Clinch is reported to be starting an implement business at Shellbrook.

The Jackson Automobile Agency has been incorporated in Saskatoon.

J. Carpenter, Prelate, has sold out to a firm by the name of Nesbitt Bros.

J. D. Repentigny is the name of a dealer who recently opened a stand at Pambrun.

Wiebe & Friesen is the name of a new implement concern doing business at Herbert.

Robert Fines, Cabri, has sold out his implement business to Mordyke and Scott.

Rydberg Bros., Stockholm, have dissolved partnership in their implement business.

The Bull Tractor Company of Canada, Winnipeg, has been granted a Dominion Charter.

Reid Roadhouse has taken over the business at Sceptre, formerly carried on by Allan & McKay.

Maxwell & Martin, dealers at Harris, have dissolved partnership. D. D. Martin continues the business.

Sam Spratt is a new dealer at Portreeve, while W. C. Ross has discontinued operations in the same town.

Webster & Harradance, dealers at Prince Albert, have dissolved partnership. N. B. Webster continues the business.

Allan Jack, secretary of the Alberta Retail Implement Dealers' Association, is hard at work in his premises at Lethbridge.

## TO OUR SUBSCRIBERS

We regret the late date upon which "Canadian Farm Implements" reaches your desk this month. The delay in mailing is due to a fire which entirely destroyed the plant of our printers on the day the paper was going to press, entailing a very heavy financial loss. New type had to be set and new engravings procured—which required considerable time.

THE PUBLISHERS.

vertising than he can do without his sign, his store windows, his display of goods, his service, his courteous clerks, his reputation and the thousand and one other things that go to make up advertising.

Two forms of advertising that are especially productive of results for the retail dealer are newspapers and circular letters. If you want to write your own copy and do not know what to say, just put yourself in your customer's place and write just what you know he would like to hear with interest if you were talking to him in your own office. This should give a personal touch to your ad. You can get ideas from any "ad." you see and then rewrite the "ad." to suit yourself.

#### What the Tractor Can Do

Focusing his interest upon the large-sized tractors which are used in the wheat-growing regions of the country, the Canadian farmer has grown to think of the tractor as a form of plowing power. Even in the wheat re-

ritory of every dealer is alive with prospects, and the cry that has arisen for more and cheaper power should react favorably on the business of the tractor dealer.

#### What of the Dealer?

When all the individuals who have the co-operative bug largely developed in their brains have done their little song and dance, there are a few questions which might pertinently be asked them.

Does any other than the implement dealer canvass his farmer prospects for the sale of equipment and machinery? Who loads up his delivery wagon with a few seasonable goods and drives out into the country, placing a machine here and there on trial. Who other than the man who sells farm equipment sits down to the dinner table of the farmer and becomes a personal acquaintance of both he and his family? Who, in short, is the best friend of the 750,000 odd farmers who are in Canada to-day? Don't all speak at once!



J. C. McCormick & Co., Lloydminster, have sold out their implement interests at that point to a dealer named T. E. Farley.

W. T. Draper has opened a new implement business at Elgin, buying out J. Eamer. We wish Mr. Draper every success in his new venture.

The hardware implement firm of Gilman & Bradley, at Hatton, has been broken up. A. J. Gilman now has sole control of the business.

Carruthers & Ellis, implement dealers at Lashburn, have dissolved partnership. In the future J. J. Carruthers will carry on the business alone.

Thompson & Anderson, merchants at Winnipeg Beach, have erected a couple of new buildings to be used as storage and implement warehouses.

The Superior Supply Co., Lethbridge, dealers in builders' supplies, are reported to be adding lines of farm machinery to their business in that western city.

R. Meckling now carries on the implement stand at Morse, formerly controlled by Hill Bros. In the same town W. Taylor is the latest addition to the implement fraternity.

Louis F. Christenson has discontinued business at Piapot, while in the same town the firm of Gerritz & Fichtner has been dissolved, W. F. Gerrity continuing the stand.

Brickett & Columbine, Chaplin, have sold out to a dealer named D. B. Lockwood, while in the same town J. G. Clark has sold out his implement business to a dealer named J. T. Cavanagh.

T. O. Brundage, a dealer at Lemsford, has sold his livery and harness business, concentrating on implements only. In the same town A. D. Campbell has discontinued his implement business.

There has been quite a few changes recently in the automobile business at Swift Current. H. P. Finch has taken a partner named Warren; Kruse Bros. have sold out to W. H. Hodgson, while Wright and Mitchell have sold out to De Long & Jones.

A recent fire in the works of the Macdonald Thresher Co., Stratford, Ont., damaged the general and drafting offices to the extent of \$8,500. The loss is fully covered by insurance and the offices being restored. The operation of the works was not interrupted.

The Heller-Aller Company, Windsor, has been incorporated under the laws of Saskatchewan to do business in that province. The head office of this well-known concern is at Napoleon, Ohio. They specialize in the production

of windmills, tank heaters, tanks, pumps, etc.

We regret to note that, on April 6, the stock and warehouses of James Carnduff, lumber and implement dealer at Napinka, were about two-thirds destroyed by fire. The loss is estimated at about \$6,000, being largely covered by insurance. Mr. Carnduff will rebuild immediately.

The Sharples Separator Co. of West Chester, Pa., announces the appointment of W. J. Wolford to the position of manager of the San Francisco branch. Mr. Wolford has been associated with the Sharples Separator Co. for more than ten years, having filled various positions of trust since starting as a salesman.

On April 20 the plant of the Dominion Harvester Co., at Medicine Hat, was totally destroyed by fire. The loss is estimated at \$65,000. This company was formed some two years ago to manufacture harvesting machinery, but latterly we believe that the plant has been devoted to the production of war supplies.

The Baldwin Mfg. Co. of Canada has been incorporated, with headquarters at Winnipeg, to manufacture a standing grain thresher in Canada, invented by Curtin Baldwin, of Kansas. G. L. Constable is president of the company. Query: What use are standing grain threshers in the prairie provinces?

James R. Dunn, superintendent of the Federal Department of Labor at St. Louis, Missouri, is quoted by a contemporary as saying that the efforts of the Canadian Government to secure farm help in the U.S. will be futile, because "the experience of American farmers in Canada has been too disastrous." James surely did not meet any of the American agriculturists who are buying autos in the Canadian West these days.

F. F. Simpson, mechanical expert of the Toronto office of the Massey-Harris Company, recently spent a day in Winnipeg on his way East. Mr. Simpson is homeward bound after a six months' visit to Australia and New Zealand. He reports that agricultural conditions in the Commonwealth and New Zealand are very satisfactory, while the business of the Massey-Harris Co. in the Antipodes is in a flourishing condition.

We recently had the pleasure of a visit from Bert Conway, a manufacturer's agent at Regina. Mr. Conway is the man who put the "u" into hustle, and he shot away West again on a selling trip to Northern Saskatchewan. He handles Munro, McIntosh vehicles, Viking cream separators,

Heller-Aller windmills and allied products, and various other lines. It is our belief that Bert could sell hair restorer to a bald barber—which is going some!

Edward G. E. Ffolkes was recently drowned in the Humber River, Ont., then in flood, while assisting a lineman to carry a wire across the torrent. The late gentleman was well known in implement circles as former manager of the Wilkinson Plow Company, West Toronto, and was for several years in business in Western Canada, where he was a contractor for elevator construction, also a farmer for some time. Known to many implement dealers, the death of Mr. Ffolkes, at the early age of 54, will be regretted by all who remember his cheery personality.

On April 16, O. B. Fysh, one of the best known residents of Moose Jaw, died after an illness of almost a year. Deceased was only 58 years of age, and came to Moose Jaw in 1883. Prominent in civic life, the late Mr. Fysh was a member of the city council in 1885 and acted as city clerk from 1892 to 1896. In recent years he conducted an implement business in Manitoba Street, and later a blacksmithing business in High Street. He was a prominent Odd Fellow, a staunch supporter of the Liberal party and is survived by his wife and eleven children.

We extend our hearty congratulations to J. S. Findlay, repair manager of the Maytag Company, Winnipeg, who departed from single blessedness during the Easter holidays. Mr. Findlay was married to Miss Alberta Violet Shantz, daughter of Mr. and Mrs. S. R. Shantz, 162 Kelvin Avenue, Winnipeg. The nuptial service was read by the Rev. D. M. McLaughlin, a large bridal party being present. Mr. and Mrs. Findlay will make their home at 462 Home Street, Winnipeg. We wish the newly wedded couple a long and happy wedded life—and we know that wash-day will have no horrors in a home where the Maytag Multi-Motor Washer is sure to be found.

### Selling the Manure Spreader

For the farmer who has stock, the manure spreader and barn equipment are closely related. The farmer with good and well equipped barns, generally speaking, takes a considerable pride in the appearance of his barns and barn yard. He likes to keep them in a sanitary condition and not in a perpetual litter. He realizes that results are a great deal more satisfactory if the manure is hauled out to the field every day, the

consequence being that he installs litter carriers and a manure spreader.

To barn equipment is more or less due the development of what we know as the low-down spreader. Farmers wanted a machine sufficiently low so that the ordinary litter carrier could be run clear across the sides, above the spreader box, and the contents dumped into the spreader.

When it came to the spreading of manure upon the fields, the efficiency of the spreader was such that no man who saw one operate could advance any logical reason for the back breaking work of forking manure on and off a wagon, then spreading it unevenly by hand. The way in which the spreader dries the litter, spreading it evenly and widely so as to give the soil, the full value of the fertilizing content, requires no comment. Comparison between its work and that of hand spreading is superfluous, taking away the hard labor and immense waste of time that the second process entails.

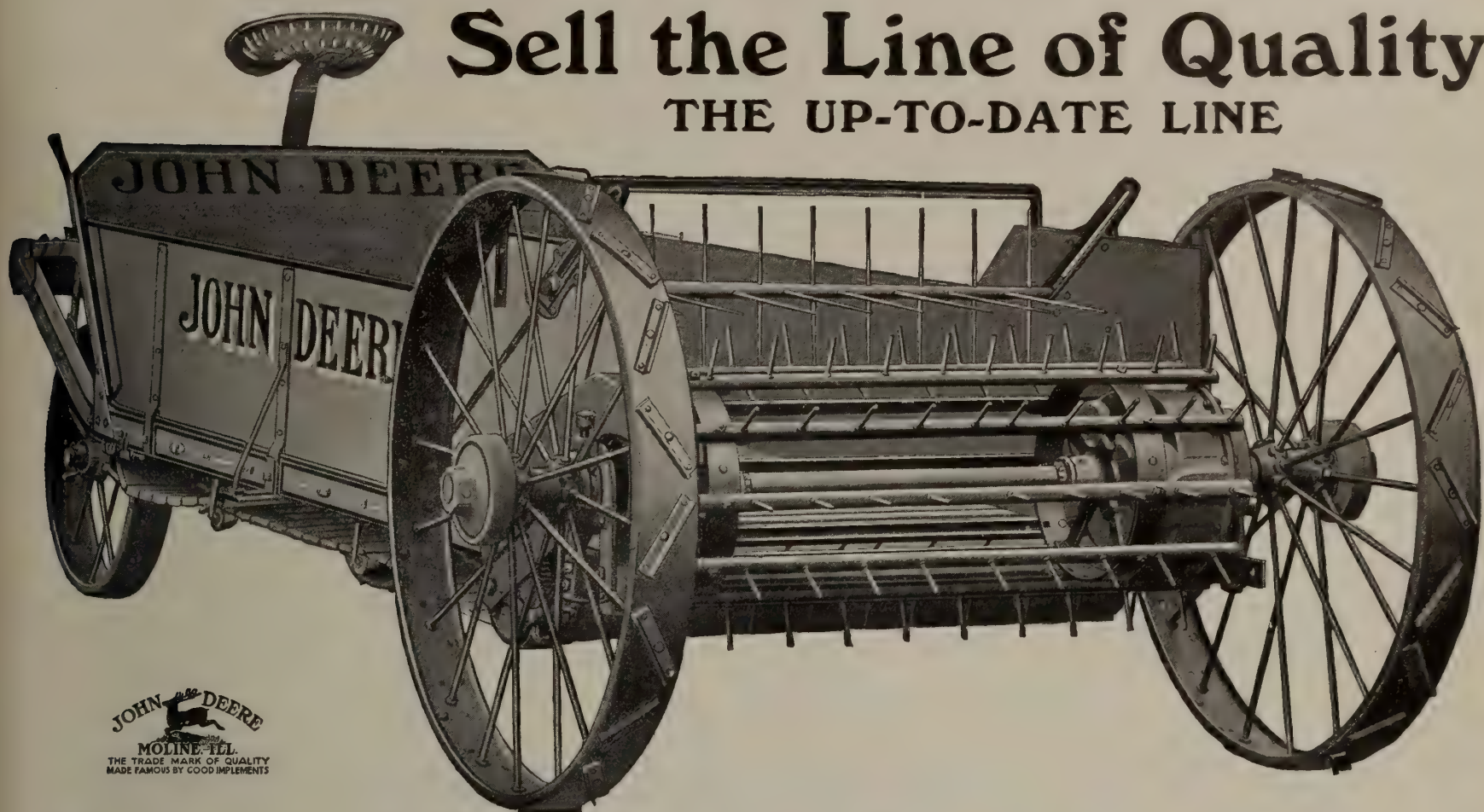
It is no insuperable task to sell manure spreaders. In fact they should be a good deal easier to sell than many other types of implement, because facts will bear out the assertion that a good spreader will pay for itself quicker than any tool on the farm, and the merchant who has sold spreaders for a number of years will always have friends among his spreader customers. We have never heard of a single case where a customer gave up the spreader, and returned to the old "pitch-fork" methods.

While mail order houses have merged into the spreader supply business, their prices are only slightly lower than the legitimate article, and this slight difference in cost is more than offset by the vast difference in quality. Most mail order spreaders still have the old wooden frames, ready to wear out and decay, and most have common narrow tread wheels rather than the wide-gauge wheels found on the machines offered by legitimate manufacturers.

One of the good things in connection with the sale of manure spreaders is the fact that every farmer is pleased; they are spreader "boosters"; they see quick results and are ever willing to tell all of their neighbors about the benefits to be derived.

To make a success of the spreader business the dealer should have a sample on the floor. He should study all its good points and be able to make comparisons with competitive spreaders, showing where his machine is superior.





# JOHN DEERE SPREADER

The Spreader with the Beater on the Axle

## 1 Beater on the Axle

Simply revolutionary in spreader building. Nothing else like it. All working parts on rear axle—cannot get out of line. Beater near the ground. Does away with half the types of castings. **1**

## 2 Revolving Rake

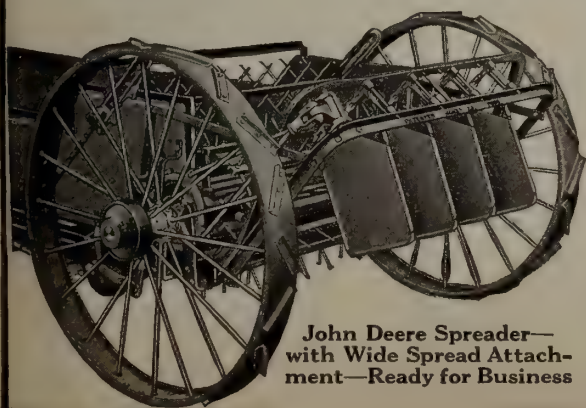
Entirely new and original. Load moving back to beater revolves the rake. The teeth down in the load hold the manure while the beater pulverizes it. Draft actually less. Even spread—no bunching. **2**

## 3 Ball-Bearing Eccentric Apron Drive

Apron driven without friction. This ball-bearing apron drive requires no attention, not even oiling, but it performs wonders in the working of the Spreader. **3**

### John Deere Wide Spread Attachment

Furnished, when desired, as an attachment that can be put on readily when manure is to be spread wider than ordinary. Taken off quickly, or merely disconnected, when it is more desirable to use the spreader without the Wide Spread Attachment.



John Deere Spreader—  
with Wide Spread Attach-  
ment—Ready for Business

It is a patented feature. Spreads manure evenly seven feet wide. Blades divert the manure as it travels downward from the beater. Not affected by the wind. Does not throw manure into wheels or high into the air. Driven by ball-bearing eccentric apron drive. No chains. No gears. No trouble. Simple. Light draft.

JOHN DEERE  
DEALERS  
EVERYWHERE

John Deere Plow Co.

LIMITED

Winnipeg  
Calgary

Regina Saskatoon  
Lethbridge Edmonton



### The Binder Engine

There is not the least doubt but that thousands of acres of grain would have been lost last harvest on this continent had it not been for that remarkable adaptation of the gasoline engine, known as the light-weight binder engine. The development of these engines is interesting. It has in the past too often been thought that weight was synonymous with power or strength. Witness those massive stone bridges which span the rivers of Europe. Huge masses of masonry weighing many tons. Yet those bridges are not one whit stronger than the spidery, trellised cantilever design of the American steel bridge. So it was that in the brain of one man engaged in the manufacture of gasoline engines evolved the thought that an engine could be built light yet right. From this ground work of reason was developed an engine that would meet the requirements of the farmer every day in the year. It would operate the wood saw, ensilage cutter, feed cutter, grinder, hay press or pumping outfit. So light in weight, that two men could pick it up and carry it to any part of the farmyard, yet it runs steadily with vibrationless, tireless production of power.

Time passed, and this engine

was adapted to the binder, driving the sickle, elevator, binder attachment, knotter and all the working parts of the machine. In fact, during the extremely wet weather in the United States last harvest, the bull wheel was often removed and the binder mounted on skids or barrels. In dry weather this excellent auxiliary power saves a team on an eight-foot binder, which is no small consideration in the cost of harvesting. In harvesting wet and tangled grain the binder engine is unequalled. The team is simply stopped while the engine operates the binder mechanism until it clears. Possibly the greatest factor of value in the binder engine is that it eliminates the wear and tear on the binder to a great extent. Freed from the domination of the bull wheel, which may go slow one moment and fast the next, the mechanism runs at a steady, even and easily controlled speed.

A great many farmers throughout the Canadian West are not yet conversant with the advantages that follow on the investment of these engines. They do not understand that with it they procure a portable power plant for use the year around, yet which attached to their binder cuts dollars from the cost of every acre of grain harvested. It is the wise dealer who will investigate binder

engines if he has not already done so, for profits come to the man who anticipates his needs before the grain is ready for cutting. Attached to a binder on the floor of the warehouse, these binder engines form a feature that never fails to attract the attention of farmers. This shows perfectly what the machine means in the harvest field, and as it runs you have a vivid demonstration coincident with your selling talk. Investigate these binder engines this year, for they prove both for seller and buyer a line that is profitable in the extreme.

In closing a few pointers on the attachment of the binder engine may not be out of place.

In order to get the proper sprocket the make of the binder to which the engine is to be attached must be known. When ordering, state the make and year of manufacture of the binder and the number of teeth on the pitman sprocket. In attaching the engine put washers between the lugs of the engine and bracket of the binder to take up the strain and shearing stress. Level the engine by use of washers so that the engine shaft is lined exact with the pitman shaft. Unless this is done the drive chain will not run smoothly, and the boxing will cut. The bolts should be

tightened from the under side of the bracket.

The bull chain comes off because the machine's drive is from the engine. Take off the twine can and any other part that may be in the way and put the engine on its bracket high enough to clear the frame of the binder. Have a brace and drill handy to drill holes in the frame for bolts as they may be needed. On some binders the raising and lowering rod comes in the way of the engine. Where this happens the manufacturers of the binder engine provide a three-prong casting so that the rod may be shortened and still used. In some cases simply turning the rod with the monkey wrench will throw it out of the way.

### Tractor Demonstrations in 1916

While the Winnipeg Tractor contests are becoming a memory in the minds of the Western implement trade, their effect is seen in the growth and development of tractor demonstrations in the United States and Eastern Canada. The contests held at Winnipeg produced a great deal of important data in a comparative sense, but they fell short of satisfying either the purchaser or the manufacturer, as the data obtained, while excellent from an engineering standpoint was of but little use to the prospective purchaser.

The first demonstration in the United States was staged at Fremont, Nebraska, in 1913, under the auspices of the "Twentieth Century Farmer" of Omaha. The attendance and enthusiasm displayed was so great that it was decided to hold another demonstration in 1914. In that year the attendance was estimated at from 25,000 to 30,000.

During 1915 demonstrations were held not only at Fremont, Neb., but also at Hutchinson, Kansas; Sioux Falls, S.D.; Bloomington, Ill., and Champaign. These demonstrations proved so popular that many more cities planned to hold demonstrations during 1916.

It was due to this fact that the National Thresher and Tractor Manufacturers Association took

## Unequaled Facilities—Better Service



### 20th CENTURY BUGGY SHAFTS

Made with patented heel brace locks, fin head bolts, with wrought T bolts in end of heel. Strong, sword-end single-trees. Finely painted, finished and striped; best trimming only. Supplied with regular eye or standard couplers. The best shafts you can handle.

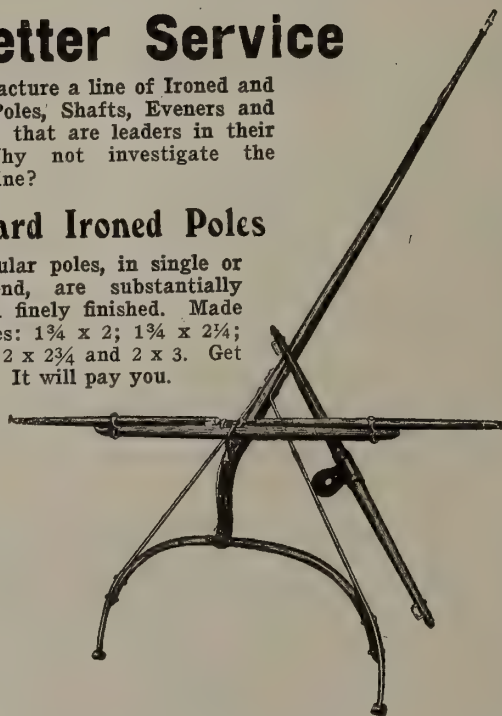
### BOLTED AND FITTED PLOWSHARES

Over six hundred patterns carried. Will fit practically every plow used in the West. Each share warranted an exact duplicate, and to fit as well as the original.

We manufacture a line of Ironed and Finished Poles, Shafts, Eveners and Singletrees that are leaders in their class. Why not investigate the Ackland Line?

### Standard Ironed Poles

These popular poles, in single or double bend, are substantially ironed and finely finished. Made in five sizes: 1 3/4 x 2; 1 3/4 x 2 1/4; 1 7/8 x 2 1/2; 2 x 2 3/4 and 2 x 3. Get our prices. It will pay you.



Get our latest Implement Supply Catalogue. We can save you money.

THE  
BEST  
PLACE

**D. Ackland & Son, Limited.**

Calgary  
Edmonton



65-68 Higgins Ave.  
Winnipeg

THE  
BEST  
GOODS



**STOVEL CO. LTD.**  
WINNIPEG, MANITOBA



the matter in hand and appointed a committee to assume control. As general manager they have secured the services of A. E. Hildebrand, of the "Twentieth Century Farmer," Omaha, a gentleman eminently fitted by experience and ability for the past. The demonstrations will be held during the successive weeks in regular order, so that the same men may attend the entire series of demonstrations. The dates of the various demonstrations are as follows:

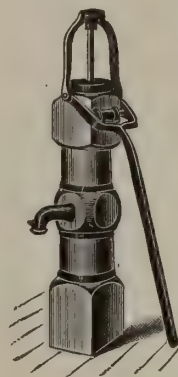
Dallas, Texas, July 17-21.  
Hutchinson, Kansas, July 24-28.  
St. Louis, Missouri, July 31-Aug. 4.  
Fremont, Nebraska, August 7-11.  
Cedar Rapids, Iowa, August 14-18.  
Bloomington, Illinois, August 22-25.  
Indianapolis, Indiana, August 28-Sept. 1.  
Madison, Wisconsin, September 4-8.  
In addition to the above the

Eastern Canada Tractor Demonstration will be held at Toronto, Ont., from November 1 to 3. This event, which proved to be very popular last year, will without doubt be largely attended and very successful this year. These demonstrations do an immense amount of good in posting the prospective purchaser as regards the qualifications of the various machines demonstrated.

#### A Fine Advertisement

Some business interests are prone to the idea that the retailer, and especially the implement dealer is not progressive. The vast majority of dealers disprove that fact, and such a firm is Stewart & Keddy, of Melfort, Saskatchewan. In a recent issue of the "Melfort Moon" this hustling concern carried a full page advertisement which is the best sample we have seen for some time of an advertisement by a local implement concern. Headed "The Blazed Trail to Successful Farming" this advertisement outlines

the particular conditions of the district, with suggestions to the farmer of the best types of machinery for his requirements. Plows, harrows, packers, mowers, grain drills, binders, manure spreaders, fanning mills, wild oat separators, picklers, threshing machinery, wagons and tractors are shown. This company evidently represent some of the best and most reliable concerns doing business in Western Canada, and we certainly compliment them on a most effective, and we feel sure a profitable, piece of local publicity.



### Mr. Dealer Cater Can Sell You

Wood or Iron Pumps cheaper than any one in the West.

Get His Prices Before You Order  
Brandon Pump & Windmill Works

Brandon Man.



#### Preparedness!

Jones: "Say, that fellow Brown who lives next door to me is a national example as regards preparedness."

Smith: "How's that?"

Jones: "Well, I never see him without his being well loaded!"

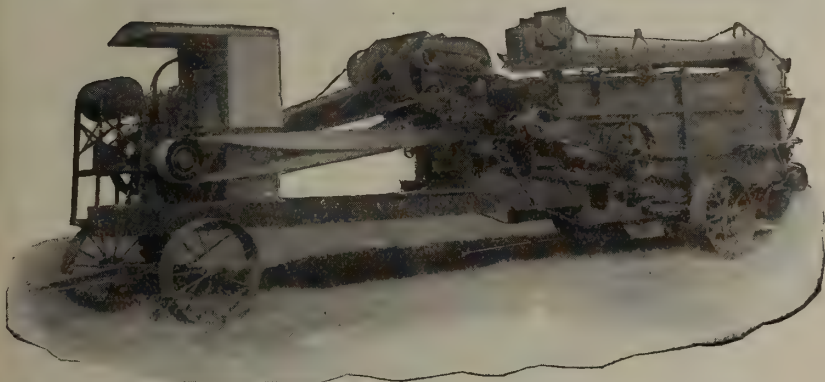
#### A Case of Diameter

Mary had a little calf,  
(With that you say, "Don't bore us.")

All right. But that's the reason Mary couldn't join the chorus.

## CUSHMAN Light Weight Engines

### FOR ALL FARM WORK: 4 to 20 H.P.



#### CUSHMAN COMBINATION THRESHING OUTFITS

Every Outfit equipped with the famous Cushman 2-Cylinder Engine  
8 h.p. with Straw Carrier and Hand Feeder.  
15 h.p. with Straw Carrier and Hand Feeder.  
20 h.p. with Wind Stacker and Self Feeder.

Dealers: Place your orders early for Cushman Combination Threshers. The demand is already very heavy. Be in a position to supply this unequalled individual outfit.

Cushman 4-Cycle Engines are built to run without trouble and to do things no other engines will do. They represent a great advantage over ordinary stationary engines, in vertical balanced design, material and workmanship. Highly efficient because of light weight, higher speed, reduced friction and lower operating cost.

Cushman Engines are the lightest weight farm engines in the world, yet they are even more steady running, quiet and dependable than most heavy engines, because of Throttle Governor, perfect balance and almost no friction nor vibration.

Direct water circulating pump, preventing over-heating, even on all-day run. May be run at any speed desired; speed changed while running. Enclosed Crank Case, gears running in bath of oil. Equipped with Schebler Carburetor and Friction Clutch Pulley. Mounted on Truck or Skid as preferred.

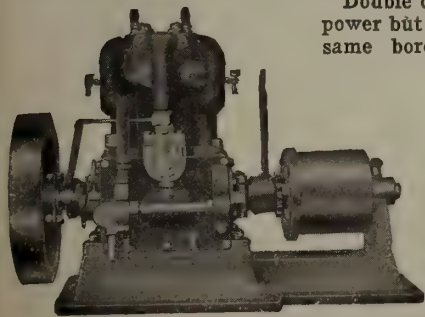
Because of very steady speed, the Cushman makes the best power sold for Cream Separators or Milking Machine, or for Electric Lighting outfits.

#### CUSHMAN BINDER ENGINES

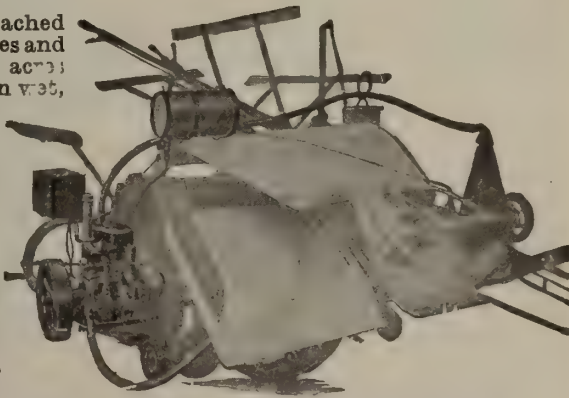
The 4 H.P. Cushman (weight 167 lbs.) is the one practical binder engine. This will be another big year for Cushman Binder Engines. No farmer can take chances on losing his wheat crop—at the prices that will prevail. Ask for territory NOW.

#### Sell the 8 H.P. Cushman. Weight 320 Lbs.

Double cylinders mean not only double power but steadier power. Each cylinder same bore and stroke as in 4 H.P. Throttle governed; equipped with Schebler carburetor and friction clutch pulley. The 8 H.P. Cushman is a splendid, powerful engine for heavier work than 4 H.P. can handle, such as heavy grinding, small threshers, etc., or for any power from 3 to 9 H.P. Ask us about the Cushman Agency offer. It will pay you.



Cushman Binder Engines attached to any binder save a team of horses and enable the farmer to cut 6 or 8 acres more a day. Grain can be cut on wet, soft or muddy ground, and whether upright, fallen, wet or dry. Saves horse flesh and eliminates wear and tear on the binder. Costs only 80 cents daily to operate. And the same engine is ideal for all purposes the year around, giving steady, reliable and adaptable power. Set one up on a binder and demonstrate it alongside a Cushman Combination Thresher—you can easily sell the two machines at one time. Place your orders early.



## CUSHMAN MOTOR WORKS OF CANADA, LIMITED

289 Princess Street, Winnipeg, Man. Distributing Warehouses: Toronto, Ont. and London, Ont.

Builders of High Grade, Light Weight, High Power Engines for General Purpose Farm Work

Exclusive Selling Agents for: Langdon Ideal Self Feeders—Fanning Mills—Smut and Pickling Machines—Vacuum Washing Machines—Lincoln Grinders—Lincoln Saws—Incubators—Universal Hoists—Portable Grain Elevators—Wagner Hardware Specialties—Mountaineer and Little Giant Neck Yoke Centres



### Manufacturer's Committee Report on Terms

Regarding the question of shorter terms in the implement business, a committee of the National Implement and Vehicle Association have prepared a report in the form of a recommendation to the various companies. It is believed that the terms embodied in this report gradually will be adopted throughout the U.S. farm equipment industry. The report outlines two sets of terms, one to be known as "standard terms," which include detail applicable to various sections of the country, and also recommending the elimination of the carry-over clauses heretofore used. The "standard net terms" apply generally over the States, except in the southern zone.

The country, for farm purposes, is broken up into zones as follows:

Central Zone, Northern Zone, Southern Zone and Cotton Territory. The cotton sections of southern states are exempted, special provision is made for such territory. Implements are subdivided into groups, spring and fall terms being given according to the individual type. The standard net terms recommended for all territories except the southern Zone are as follows:

Shipments between March 1 and June 1. Terms—60 days, 2 per cent cash discount 10 days from date of shipment.

Shipments in June date as July 1. Terms—Net Sept. 1, 2 per cent cash discount July 10.

Shipments between July 1 and Dec. 1. Terms—60 days, 2 per cent cash discount 10 days from date of shipment.

For goods bought on above net terms and the bills paid promptly on the discount date or the net due date, or within ten days thereafter, at time of payment first deduct from the face of the invoice a 5 per cent extra or trade discount on first orders, which are understood to be prior to dated ahead dates, and deduct 9 per cent on second orders.

Of course the action of the committee binds no manufacturer, as the terms are only suggested. The adoption of the suggestions in full would give U.S. dealers the option of buying practically on the old terms, except the carrying clause, and buying on merchandise terms with a suitable reduction in price.

The price of implements is going up. You cannot absorb this. Pass it on!

### Plow Company Sells Business

The Shunk Plow Co., Bucyrus, Ohio, has sold its plow business to the Parker Plow Co., Richmond, Mich. All business pertaining to Shunk plows, including repairs, will be handled by the Parker Company. The Shunk Plow Company will continue to manufacture corn harvesters, steel farm wagons, etc. The Shunk plow is one of the oldest on the market, the business being established in 1854 by Adam Shunk, father of the present owners.

### Another Standing Thresher

A concern has been recently incorporated under the laws of Manitoba to manufacture a machine known as the Baldwin Standing Grain Thresher, an appliance invented by Curtin Baldwin, of Kansas. The chief place of business of said company is to be the City of Winnipeg, the total capital stock being one million dollars.

While Canadian Farm Implements is always pleased to note the growth of farm machinery manufacturing in Western Canada, we trust that it is the intention of the above company to sell their standing grain threshers in other countries than then Western Canada. We are, of course, not conversant with the design of this particular machine, but one thing we do know, and that is that the varieties of wheat grown in the Canadian West do not lend themselves to the use of standing threshers, as the majority of our readers are well aware.

Some years ago a machine of this type was boomed and was tried out on a farm near Brandon. The farmer, who was a sapient son of the soil, finally sold his standing crop to the promoters of this machinery enterprise. When cut and threshed by the combination machine, the grain was strewn on a floor to allow it to sweat, while it was also frequently turned by hand. In spite of this the crop was molded and spoiled, which is, we fancy, the result that will follow the use of any standing grain thresher in the Canadian West. Those machines are unequaled for territories to which they are suited, but the prairie provinces is not the location by any means.

### The Effect of Material Costs

What affects the implement manufacturer ultimately affects the dealer and the farmer. Troubles never come singly in a world where there is a community of interests.

To get a glimpse of how war-waves are going to agitate the implement business, consider some recent advances in raw materials and then remember that every article mentioned goes into the construction of agricultural implements. Such a tremendous advance in so many different materials was never before experienced in the implement business and the figures are startling, says Frank D. Blake, Publicity Director for Deere & Co., Moline, Ill.

Bar steel has already advanced 67 per cent and the end is not yet; bar iron, 110 per cent; pig iron, 45 per cent; sheet metal, 96 per cent; naphtha, 134 per cent; scrap iron, 45 per cent; bolts of all kinds, 85 per cent; rivets, 75 per cent; nuts, 80 per cent; cotton duck, 60 per cent; fuel oil, 78 per cent; high speed tool steel, 500 per cent; high speed drills, 500 per cent; coke, 30 per cent; borax, 45 per cent. Other advances all along the line in equal proportions—and that's not the worst of it. Some materials cannot be had at any price. Luckily, most manufacturers have such stuff on hand—but what of the future? What are they going to do when present stocks are used up? Then, again, mills will not book orders for certain other articles and guarantee delivery before 1917—what about that? There's sure another war-wave coming.

Waking up from the sound sleep of security, we find that today the shop cost of making such a simple implement as a two-section drag harrow is 32.4 per cent greater than it was yesterday—so to speak. It costs 34.5 per cent

## PETERS PUMPS

Gives More Water in Less Time with Less Energy

Made in many styles and sizes, they will meet all requirements of the Western Canadian farmer.

### PETERS' Double Cylinder Force Pump

is the last word in pump service. Unequaled in Design, Action and Durability. They are different from all other pumps in construction and finish, and have exclusive features that make sales easy to customers who want the BEST in pump value.

Dealers: Get Peters' Pump Proposition for 1916

Our line is absolutely up-to-date in every respect. Every pump we produce is given special attention. Peter's Pumps are perfectly assembled—they have no "come-back." Sell them and you make satisfied customers.

A POST CARD WILL BRING OUR LATEST CATALOG.

Manufactured by

Peters Pump Company, Keokuk, Ill.

Exclusive Canadian Agents:

Tudhope Anderson Co., Ltd.

Winnipeg Regina Saskatoon Calgary

Write Nearest Branch House for Particulars.



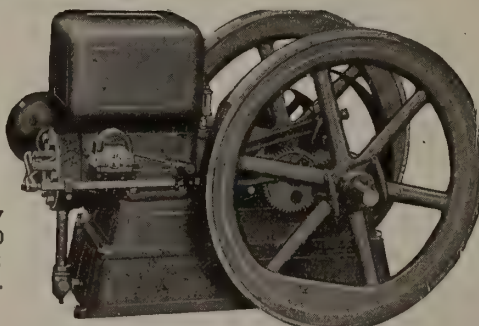
Little Jumbo Feed Mills

Very large capacity, easily driven. Grind from 10 to 30 bus. per hour. Can't choke; handle all feeds equally well. Get prices on these mills.

## SELL "JUMBO" ENGINES

1½, 2½, 4½ and 6 H.P.

"JUMBO" Gasoline Engines are the ideal engine for farm power. They are simple, reliable and economical. Develop more power on less fuel than any engine sold at the same price. A boy can operate the "Jumbo". Suction feed with needle valve and air regulator! gasoline-kerosene carburetor; make and break ignition; hit and miss governor. On skids, strong iron sub base or trucks. Ask for our special agency proposition to dealers. Write at once.



Manufactured by Nelson Brothers Company Saginaw, Mich., U.S.A.  
Western Canadian Jobbers

Tudhope Anderson Co. Limited

Winnipeg Regina Saskatoon Calgary



more to make a 14-inch steel beam walking plow than it did before. More than 26 per cent additional expense has to be put into an ordinary riding cultivator. Think of it. And on an article like the New Deere Gang, something as staple in the implement trade as sugar is in a grocery store, the shop cost has increased 29.2 per cent to date. Is it any wonder that this first war-wave has brought us face to face with a situation that we never conjured up in our wildest dreams, much less considered as a condition that would actually have to be met?

The war-waves will have to go on until the ultimate consumer is reached. Neither the manufacturer nor the dealer can stop them—permanently. The only reason why the entire advance in raw materials is not passed to the finished product at once is because manufacturers have materials of certain kinds on hand that were purchased before the advance. They are dumping that saving into the general pot to hold down prices as much and as long as possible. They are willing to give up their profit on the raw material purchased before the advance, although that profit in some cases would be more than they will make on the finished goods.

But the war-waves will continue to come. Don't imagine this first one will be the last. Others are on the way. They cannot be escaped. Prices of the finished product must eventually bear a fixed relation to the price of raw materials, regardless. It's the immutable law of trade and cannot long be abrogated without destroying all commerce.

## Adapting the Small Tractor

While the individual threshing outfit—that is the combination thresher—has made great strides in publicity, the thought must recur that with the development and growth in popularity of the small tractor there are among the many uses to which it can be adapted one that cannot be overlooked.

Among the uses to which the tractor can be applied, which may be quite general during the next few years, is the small separator, which will enable the farmer to thresh and care for his grain at a season convenient to him.

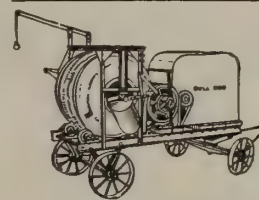
During the threshing season it seems as if there are not enough machines to take care of the activity of that period, as every farmer wants to thresh his grain at the same time. It has also resulted in an unprofitable investment for the regular thresherman, and his earning power is very nat-

urally restricted. We believe that the threshing problem is going to develop into many individually owned outfits, or where a farmer has purchased a tractor he will later purchase a small thresher and in that way be able to take care of his threshing at a time convenient to him.

## In Selling Wagons

Emphasize quality — forget price. That's the secret in selling a high grade article of any kind. Concentrate your attention and the attention of your prospect on the quality of the article. Call his attention to the fine points of the wagon. Get him interested in the materials and in the way

the wagon is made. Point out these things to him, and he'll readily see the difference between a good wagon and a cheap one. The cost of course is governed by the quality. Keep your prospect's mind off the matter of price until you have convinced him of the quality and goodness of the wagon. Then he'll be prepared for the price. He'll realize that the wagon is worth every cent that's asked for it.

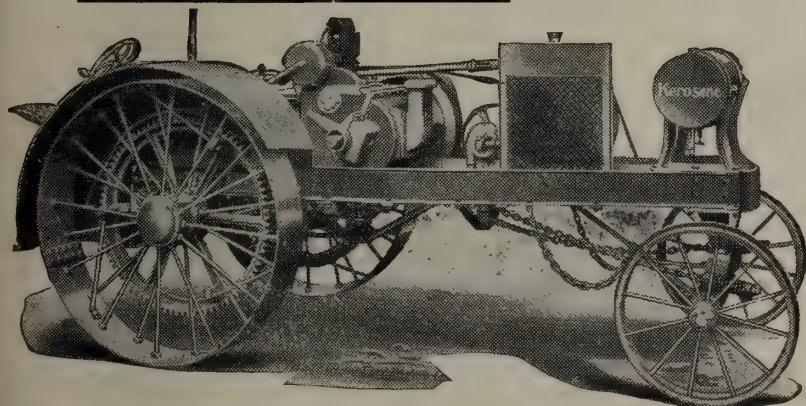


**LONDON  
"BULL DOG"  
Batch Mixer**

Pays for itself in 20 days. Built to last a lifetime. Send for catalog No. 1 B. London Concrete Machinery Co., Dept. K, London, Ont.

World's Largest Manufacturers of Concrete Machinery.

## The "Waterloo Boy" is the Original Kerosene Burning Tractor



THE WATERLOO BOY is the real thing in Kerosene burning tractors—first on the market, foremost ever since. Our inbuilt Kerosene Burner is no make-shift attachment, but gives perfect combustion, no waste fuel—and no trouble! Saves the farmer from \$150 to \$200 yearly in fuel cost as compared with gasoline tractors of equal power.

### A PROFIT MAKER FOR THE DEALER

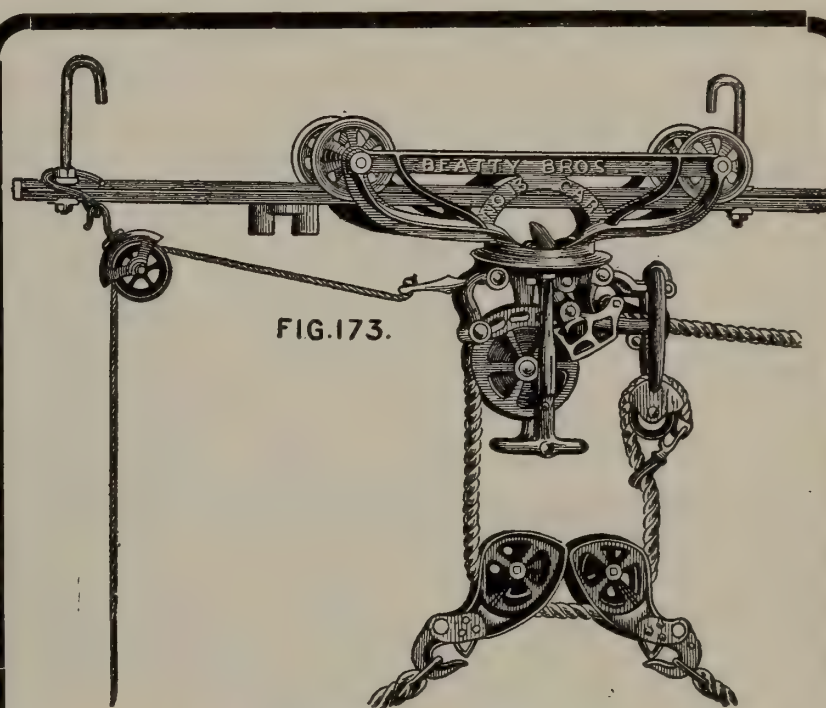
WATERLOO BOY KEROSENE TRACTORS offer your customer more tractor value at a lower price than he gets with any other small tractor. Prove it to him! Divide the selling price of any small tractor by the number of plows it pulls. The Waterloo Boy pulls three 14-inch plows with ample reserve power, and sells at \$40 to \$100 less per plow than any other small farm tractor.

Our dealer offer is the most liberal made by any reliable tractor manufacturer. Get it to-day.

Alberta Representative—H. P. NORTON & CO., Calgary

We Handle: Gas Engines, Grinders, Saws, Electric Light Plants, Hand and Power Washers, Grain Elevators, Pump Jacks, Small Threshers, etc.

**Gasoline Engine & Supply Co. Ltd.**  
104 Princess Street, Winnipeg, Man.



## PROFITS SELLING BT HAY TOOLS



THE day is coming when there will be a BT Sling Car in every barn of Western Canada. It takes bundles of green feed, hay or straw and places them in the mow in less time than three men could pitch off and mow away by hand. Labor is scarce. Men are needed at the front. It is a patriotic duty to sell labor saving machinery.

### HEAVIER AND STRONGER THAN ANY OTHER CARRIERS

It is built especially for Western Canada's needs and will stand the strains of the heaviest bundles. It weighs 55 pounds, 12 pounds more than any other. Has 18-inch wheel base, 3-inch track wheels and 6-inch rope wheel. Powerful lever brake grips the rope but does not injure it. BT Single Rail Hay Carrier track weighs 2 2-3 pounds per foot, which is over half a pound more than other hay tracks.

Dealers should write for our new 336-page Barn Book, which illustrates BT Steel Stalls, Stanchions, Pens, Horse Stable Fittings, Hay Carriers, Manure and Feed Carriers and other equipment for the barn.

**BEATTY BROS. LIMITED**  
G 2391 DUBLIN ST. WINNIPEG, MAN.



### The Importance of the Fanning Mill

There are few implements or machines used upon the farms of the Canadian West which are more important than the fanning mill. There are various types of fanning mills on the market—some good and some indifferent as regards efficiency. But to the man who sells a good line of these machines there is an endless source of argument for the prospective customer.

The weed problem is ever one of the most important that the farmer has to solve. It is a constant and unceasing warfare. As soon as one crop of weeds is killed another comes, indeed it sometimes seems as though all our work in killing weeds went for nothing. Once a farm is allowed to become foul it is almost impossible to get it clean without years of constant effort. And the first one or two of these years show so little gain that many of our farmers get discouraged and strive only to keep out enough of the weeds to enable them to grow a crop.

Another way in which farmers lose money is by planting poor seed. Not only are many weeds planted with this kind of seed but the grain kernels put into the

ground are stunted and do not grow uniformly. Both of these malpractices can be alleviated by the proper use of the fanning mill, something that no farmer can afford to be without.

A great amount of grain in the Canadian West is still unsold, and in selling his grain in a dirty condition the farmer resembles the grocer who tries to build his trade by selling bad eggs. Yet the bad eggs are a dead loss to the purchaser, while the grain screenings represent so much money.

The screenings, however, are treated in the same light as bad eggs by the buyer and he reduces the price per bushel or per dozen, as the case may be to cover his losses. The farmer, therefore, is giving away grain which the elevator man turns into money. It is estimated that in 1914 the farmers of Minnesota lost over \$5,000,000 on their grain which was marketed in Duluth alone. There was an average of three pounds of dirt to every bushel of wheat. In 1915 for some reason or other there was nearly twice as much. This same condition exists in our Canadian west, and figuring at three pounds of screenings to every bushel of wheat marketed we see the enormous losses of feed to the farmer each year. The elevator men

take these screenings as their pay for cleaning; in 1914 the Duluth men sold enough feed to keep 4,400 sheep for one year.

Little argument should be required to convince the average farmer that the investment in a good fanning mill is one of the most profitable which he can undertake. While some items of farm equipment may not be an absolute necessity—nothing less than that phrase can be used regarding the machine that cleans, grades and separates grain.

### William Browning Retires

On May 1st William Browning, sales manager of the International Harvester Company, Chicago, retired from office after a busy and strenuous career. Mr. Browning is, we believe, as widely known among implement dealers as any other man in the machine busi-



Wm. Browning  
Retiring Domestic Sales Manager  
International Harvester Co.

ness, and it is with regret that his co-workers in the harvester organization hear of his retirement after 41 years faithful service.

Forty-one years ago William Browning began as a general utility man with the McCormick Harvesting Machine Co. at Chillicothe, Missouri. He was general agent successively at Cleveland, O., Pittsburg, Pa., St. Joseph, Mo. and Kansas City, Mo. In 1903 Mr. Browning was called to Chicago and made district manager for the International Harvester Company of America. In 1907 he was made assistant domestic sales manager and in 1910 he was promoted to the position of domestic sales manager. In departing from active service Mr. Browning makes the following personal announcement through our columns.

After forty years of service with the International Harvester Company of America and the McCormick Harvesting Machine Company, I have concluded to retire from active service in the business on May 1st. My action is not without considerable regret, however, as this has been my life's work, and its associations have made it a pleasure from the beginning to the end and I will always

cherish the regard I have for the entire organization, the efficiency and standards of which have been responsible for the phenomenal success and record our honorable company has made. I will always observe with intense interest its continued progress and development, as well as the personal welfare of each and every member of the organization.

Through the medium of Canadian Farm Implements I wish also to express a word of thanks and appreciation to our many loyal dealers, who we all realize have been so instrumental in our success, as well as their own, and in whom I have always had the utmost confidence and whose problems I have endeavored at all times to give equal consideration with our own in the conduct of the business.

In my dealings with all men it has been my aim and sincere desire to be fair at all times and if I have erred I hope it was due to lack of judgment, rather than wrong intentions.

For my worthy successor, Mr. Frank Culbertson, I predict a successful career and solicit for him the hearty co-operation of the entire organization, which I have always felt it was my good fortune to enjoy.

May I wish good health and happiness to all, and say that I am still with you in spirit and will value the opportunity to see and visit with any and all of you when the occasion presents itself.—William Browning.

### TO FRANCE.

This magnificent tribute to France is from the pen of Robert J. C. Stead, who is a member of the C.P.R. publicity staff at Calgary, and author of "The Ball Jumper" as well as many other works. We little knew thee, France; we thought—

And God forgive us that our thought was sin—  
We thought thee fair without, and false within,  
And did not seek to know thee as we ought.

We knew the face thou turnedst tourist-ward,  
The painted face, the sensuous design;  
We held thy virtue subtle as thy wine;  
As cheap and subtle; neighbor, we have erred.

For thou hadst poured thy life in every mould  
And we had found the mould of our desire;  
We warmed our marrows at thy Latin fire,  
And found it hot, for we were Saxon-cold.

Forgive us, France; we passed the lie along;  
"A thoughtless people, frivolous and gay";  
And now we know thee; we can only say  
Forgive us, France; we sinned; we did thee wrong.

How well thy sons have risen to thy need  
No art can picture on the printed page;  
But hoary Time shall beckon, age to age,  
The deeds of France, for France is great indeed.

And that black lust that would thy virtue rape  
And set a ransom on thy bruised head,  
Its spawnings rot among the countless dead,  
And all its land is wrapped in tears and crepe.

And you have suffered; who shall count the toll?  
Thy cup of grief shall silently endure;  
But thy great spirit riseth white and pure,  
For France is still a nation and a soul!

## IT IS UP TO YOU!

### IF YOU WANT TO SERVE THE TRADE IN YOUR COMMUNITY

Don't you want to serve the farmers in your locality or is it beneficial for part of their money to go to the distant Mail Order house? We believe that you realize that dollars spent in the home town do more good to any community than when they are sent to the Mail Order concern. Long range buying kills local prosperity.

### OUR SALES POLICY IS THROUGH THE DEALER AND THROUGH THE DEALER ONLY

Are you selling Fence to the Farmer, or are you telling him to get it from the Mail Order house? If you are selling Fence, are you selling fence manufactured for, and sold by, the Mail Order concern, thereby helping support their organization?

Don't you think it would be a better idea to write us today, and to buy Fence from a company who sells to DEALERS ONLY. We do not sell by Mail Order, and we do not sell through a Catalogue House at any time. We, therefore, honestly solicit your Fence business. Are not our interests your interests?

### WRITE US TO-DAY FOR PROPOSITION

**The Ideal Fence Co., Limited**  
1220 McARTHUR BLDG. WINNIPEG, MAN.



# "MALTESE CROSS" PARAGON Tread Tires



Remember the name when ordering new tires for your car this Spring—and see that you get what you ask for!

## THE TIRE OF NO REGRETS

**Gutta Percha & Rubber, Limited.**

Fort William    Winnipeg    Regina    Saskatoon  
Calgary and Edmonton

# The Feeder You Have Waited For The Langdon Ideal Rotary Knife Feeder



Guaranteed to feed perfectly to full capacity any make or size of separator.

## Dealers: Ask Us About This Business Getter

The Langdon Ideal Rotary Knife Feeder is the one Feeder that governs according to the condition of the grain. A speed governor, a condition governor and a volume governor all work automatically to feed the grain correctly. The feed is absolutely governed and controlled, starting and stopping the feeder at the proper time. It delivers to the cylinder all the grain it can handle, passing no damp, wet or tangled grain until it has been thoroughly divided and separated. Governs before, not after slugging the cylinder. Pitchers cannot slug or overload the separator, because it gets a fair chance to handle the grain.

Write to-day for Territory and Full Particulars of this famous feeder. We are exclusive selling agents for Western Canada.

**Cushman Motor Works of Canada, Ltd.**

*Builders of light weight, high grade Gasoline Engines for all Farm Power Work*

**289 Princess Street, Winnipeg**

Exclusive selling agents for: Langdon Ideal Self-Feeders—Fanning Mills—Smut and Pickling Machines—Vacuum Washers—Lincoln Grinders—Lincoln Saws—Incubators—Universal Hoists—Portable Grain Elevators—Wagner Hardware Specialties—Mountaineer and Little Giant Neck Yoke Centers.

# "THE BUGGY FROM GLENGARRY"

GLENGARRY VEHICLES ARE NOTED FOR DURABILITY, STYLE, FINISH AND COMFORT. YOU CANNOT SELL A BETTER LINE. EVERY FARMER KNOWS THEM.

**Complete Stocks carried  
at Regina and Calgary.**

**Quick Delivery  
Guaranteed**



*The Glengarry Auto-Seal Top Buggy*

FORTY DIFFERENT STYLES TO CHOOSE FROM. CONCORDS, DRIVING WAGONS, SURREYS, SPRING WAGONS, DELIVERY WAGONS, etc. THEY CANNOT BE EQUALLED.

## DEALERS:

**Build your Buggy Business  
by selling this line. You can  
give your customers the  
best in vehicle quality, at  
a moderate price.**

**If You Do Not Sell the Glengarry Line, You Do Not Sell the Best  
Write for Catalog, Price List and Agency Proposition**

**Manufactured By The**

**Munro & McIntosh Carriage Co., Ltd., Alexandria, Ontario**

**Western Distributing Agent:**

**P.O. BOX 380  
REGINA, SASK.**

**BERT CONWAY**

**P.O. BOX 380  
REGINA, SASK.**



## "A Little Knowledge, Etc."

It is with pleasure that we note that our contemporary Farm Machinery-Power takes a tilt at certain publicity (?) given the tractor and implement industry in the pages of the Country Gentleman. Brother Reifsnider, or is it Frank Goodwin? dealt with the subject excellently in a finely satirical editorial under the heading of "Follies of 1916." In commenting on the profound knowledge shown by the writer in the Country Gentleman, one Barton S. Currie, our contemporary says in part:

"Opie Reid, Nasby, Chandler, Bill Nye and Christie Mathewson were never funnier than he is. In his droll, elastic mix-up of adverbs, adjectives, personal pronouns, and antonyms, Mr. Currie advises his farmer readers who possess verrucous veins to wait a few hundred years before buying a farm tractor. He lets them into the secret that "there ain't no sich animal;" or if there is, its species are few and far between, and in hiding. He imparts the information that there may be a real thoroughbred tractor, bred in the purple, with real racing blood in its arteries, but that most of them are mongrels, without pedigrees, crosses of wheel-barrow bred to

gas ranges, and utterly unworthy to be entered in the maiden race."

The most humorous part of the situation is that the Country Gentleman used lavish advertising space in the implement trade journals in the United States, appealing to dealers to get that publication in order to learn how inefficient a dub the implement retailer is—the articles being suitably headed "A Game and a Gamble." An accomplice in crime—an alleged cartoonist—assisted Mr. Currie to show the readers of the Country Gentlemen how the implement trade should be carried on, and why tractors should never be used! We wandered through one long article that was 50 per cent a verbatim report of a speech by a gentleman given to a U.S. dealers' association—which, Mr. Currie, was not quite fair.

With its 300,000 circulation, the Country Gentleman must have given quite a lot of deformed facts on the tractor and implement business to the farmers of America and it certainly did so as regards the retail implement trade. This analysis of the tractor and diagnosis of the retail trade is so common a feature in the general press that we yet hope to see

a farm power section started in the "Presbyterian."

When this comes true, we will, without doubt, inaugurate a section of this paper dealing purely with the Greek diphthong and its effect upon the works of the ancient rhymsters of Athens? We must, at all costs, be up-to-date.

We recollect, with some levity, how the sister publication issued by the publishers of the Country Gentleman, gave a series of articles at the commencement of the war by that famous humorist—we mean war correspondent—Irvine S. Cobb—we beg pardon—Herr Von S. Cobb. Mr. Cobb went through Belgium, met the German hosts, fell down on his hams and worshipped them to the extent of many pages! He also interviewed Kitchener without seeing him, and Kitchener actually objected! Possibly Mr. Cobb's brother scribe, Mr. Currie, knows as much about the tractor and implement industries as Herr Von Cobb knew about the invincibility of the "gray hordes of the Kaiser." A little knowledge leads to breakdown in the fabric of fact.

### Viking Separator Catalog.

We recently received a copy of the new catalog for the Viking Cream Separator, issued by the Swedish Separator Co., Monadnock Building, Chicago, Ill. The Viking plant is a large and well equipped concern employing several thousands of hands and having a capacity of nearly 200,000 separators. Since its introduction to the separator market some two years ago, the Viking has met with a ready response from dealers and dairy farmers everywhere.

The Viking's chief claim for recognition is in the fine quality of its materials; workmanlike construction; its close skimming; simplicity of operating and ease of cleaning; and the low price for which it may be sold at the same time allowing dealers a satisfactory margin of profit.

The makers assert that the Viking has proved a winner in every section where it has been tested and tried.

This 26-page catalog has a series of fine half-tone engravings, which show interior views of the factory illustrating the equipment used in producing Vikings. Full detail views of the construction of the separator are shown. Its sound design and easy-cleaning qualities being easily discernible. These catalogs should

be a prominent addition to the dealers' files, and may be obtained by addressing Dept. G, Swedish Separator Company, Monadnock Building, Chicago. Bert Conway, P. O. Box 380, Regina, is West Canadian representative for this company.

### "CANADA IN FLANDERS."

Few records of Canadian history have been more vividly penned than is the recent publication "Canada in Flanders," by Sir Max Aitkin, M.P., official eye-witness of the Canadian Overseas Expeditionary Force. From the outbreak of the war, to the busy plain of Valcartier, across the gray Atlantic to England, and on again to the low-lying plains of Flanders, the writer takes us with the brave lads who sprang to arms in reply to the call of the Empire—lads from city, town and village who stood shoulder to shoulder with Britain's regular army and again proved the truth that one volunteer is worth three "pressed men." It was no small task, to confront and stem the tide of the best trained army that Europe ever produced, yet there flashed across the seas to Canada the message—the Canadians held the line and saved Calais.

This is a book that should be read by every man, woman and child in the Dominion. No one can follow its pages without feeling a thrill of pride, a quickening of the pulse that overcomes the harrowing thought of these new-made legions staggering and choking through dastardly gas fumes, yet grimly holding their own and saving the breach that imperilled the British flank. It is a tale of sacrifice, of personal heroism and undaunted courage that will stand vividly in Canadian history—a story of how the Canadians fought and died at Neuve Chapelle, Ypres, Givenchy and Festubert. In plain, terse language the story is told, yet so vividly, so clearly that one can almost see the battle pictures woven in

## DEALERS! INVESTIGATE CHRISTIANSEN PATENT WEEDER HARROWS

ALL STEEL CONSTRUCTION

3½ foot Sections

Weight 400 Lbs.



Tested and  
proven to be the  
BEST Weeder  
Harrow on the Market.

### Combines Lightness, Strength and Efficiency

Note the slant of the teeth. This allows the harrow to travel through growing grain without clogging and without any injury to the grain. With slight weighting can be used as a first-class smoothing harrow. Patented design; teeth cannot track. Teeth of drop forged steel, set in square machined hole in angle iron cross pieces; shoulders are reinforced. Write for prices and dealers' proposition.

### WE MANUFACTURE

Boss and Diamond Harrows, Engine Harrows, Plow Attachments, Packers and Harrows, etc. Our attachments are weed exterminators, labor savers and ideal mulch makers. Christiansen goods have two reputations. One in the field—making good. One in the market—being imitated. We are specialists in this line and hold the lead.

Ask US about Territory. OUR GUARANTEE can't be EQUALLED.

**THE CHRISTIANSEN HARROW WORKS**  
331 Austin Street  
Winnipeg, Man.



Facsimile Viking Separator Catalog.

words by the eye-witness. Read this book and follow its story. What man can learn unmoved of that shell rent twilight when, away in front, the surrounded and isolated rearguard could be heard sullenly firing their last cartridges \* \* \* then the silence that told of the end. Canada has paid, and will pay, the price in men and money, but will, like the rest of the Empire do it proudly—and it is with pride that we read this record of the Canadians in Flanders. This book is published by Hodder & Stoughton, Toronto, at the nominal sum of 25 cents. Get a copy through your news agent.



Mr. Dealer: Here's Your Chance to Make Your Store Headquarters for Best Trade.

## PEERLESS Poultry Fencing

Not Mere Poultry Netting



Here is a fence you can sell.

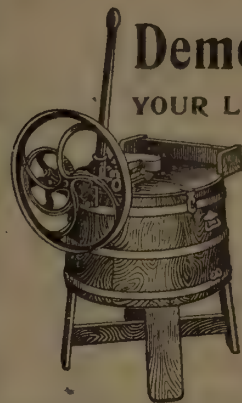
Stands up straight, stretches flat, all wires of even length.

Made of Open Hearth Steel Fence Wire—tough, elastic, springy—will not snap or break under shock or atmospheric changes. Our method of galvanizing prevents rust. Will not flake, chip or peel off. The joints are securely held with the "Peerless Lock" and can be erected on the most uneven ground without buckling, snapping or kinking. The heavy stay wires prevent sagging and require only half as many posts as other fences. Keeps all animals out, confines the smallest chicks, they can't get through.

**Valuable Territory Open to Good Dealers**

We still have many fine openings for good reliable dealers. If you want to be the leading fence dealer in your locality write at once. Never has there been a better time to sell quality fencing. You can make your store headquarters for the best trade. Don't fail to write and get our Dealer's Proposition.

**THE BANWELL-MOXIE WIRE FENCE CO., Ltd.**  
Winnipeg, Man. Hamilton, Ont.



## Demonstrate "Gem" Washers

YOUR LADY CUSTOMERS WILL DO THE REST!

No woman who dreads the drudgery of wash day can see the "Gem" demonstrated without buying it. Once the machine is started the heavy fly wheel does most of the work. The handle can be moved back and forth by the strength of a child. The dasher revolves easily, washing the clothes clean and doing no damage to the finest of fabrics. Tub has a large cover opening; clothes can be easily taken out. The finish of this washer is like a piece of high-grade furniture, and we guarantee it to give entire satisfaction. Have a sample on your floor. WE CARRY A FULL LINE OF HAND, POWER AND ELECTRIC WASHING MACHINES. ASK FOR OUR PRICES.

Watson Implements are known by Farmers all over Canada. In Reputation, Quality and Service they make a Line that adds to the prestige of any Implement Dealer.

### Our Line Includes

Feed Cutters (seven styles)	Pulverizers	1½ H.P. Engines
Roller Crushers	Grain Grinders	Harrow Carts
Wood and Pole Saws	Horse Powers	Whiffletrees
Barrel Skids	Boss Steel Harrows	Pump Jacks
Farm and Bush Sleighs	Root Pulpers	Bevel Jacks
Wheel Barrows	Light Delivery Sleighs	Warehouse Trucks
Boss Wood Harrows	Channel Steel Harrows	Push Carts

WE HANDLE "VIKING" CREAM SEPARATORS

Prices and Full Particulars of any Item are Yours for the asking.

*John Watson Mfg. Co.*

311 Chambers Street, Winnipeg, Man.

## SELL THE INTERNATIONAL No. 2 CULTIVATOR

**T**HIS most useful implement—the International No. 2 cultivator—will do profitable work for your customers. It serves the double purpose of cultivating the soil and thoroughly ridding the ground of weeds. For forming a mulch of dirt to conserve moisture, for keeping down obnoxious weeds, for summer fallowing, you could not sell a more economical implement.

The main frame of the International No. 2 is of angle steel, more than strong enough to keep the teeth at their work in all conditions of ground. The teeth follow the unevenness of ground, being independent of each other. They cannot twist out of position and strong springs protect them. One easy-working lever and rock shaft controls the cultivator. Note the steel wheels and axles—only the International has them.



Either spring or stiff teeth are furnished. At little added cost you can furnish both sets, making a splendid outfit for all-round use. The stiff teeth cut the WHOLE surface of the ground. They are excellent in getting rid of thistles and woody-stalk weeds. The spring teeth points are reversible, giving double wear. The cultivator can be equipped with grain and grass seeding boxes.

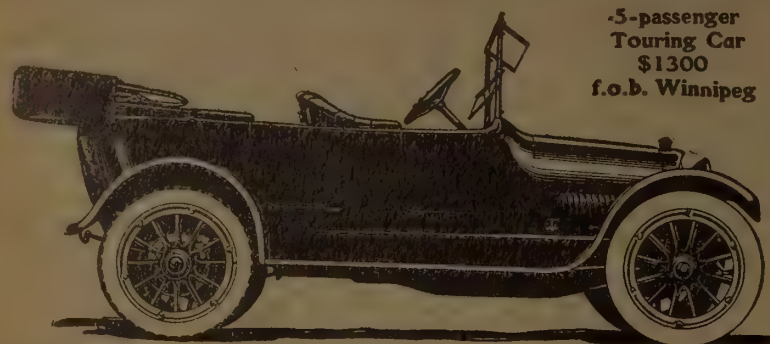
Sell the International No. 2. Write the nearest branch house for details.

**International Harvester Company of Canada, Ltd.**

### BRANCH HOUSES

At Brandon, Calgary, Edmonton, Estevan, Hamilton, Lethbridge, London, Montreal, N. Battleford, Ottawa, Quebec, Regina, Saskatoon, St. John, Winnipeg, Yorkton.





5-passenger  
Touring Car  
\$1300  
f.o.b. Winnipeg

## QUALITY—SERVICE—PRICE

These are the ideal characteristics in an automobile—whether you are a prospective purchaser or a salesman. As pioneer automobile distributors in the Canadian West, our long experience has taught us to select only the BEST cars. The automobiles we handle are dominant in value—you know them by reputation.

**REO BRISCOE HUPMOBILE  
CHALMERS**

Do your customers want automobile economy? Here are common-sense cars for the farmer and his family; cars that excel in power, style, comfort and reasonable price. There are over thirty different types of automobiles being sold in Western Canada; we handle, in a fiercely contested field, cars that can easily be sold through sheer merit in construction and performance. Our ever-increasing sales are indisputable proof.

These cars represent the kind of opportunity that first-class dealers want. Ask us why they lead in the automobile field.

**Joseph Maw & Co., Limited**  
112-118 King Street Winnipeg

## Bull Dog Fanning Mills

They Fight for Better Seed, Bigger  
Crops and Biggest Profits

Made in Three Sizes: 24, 32 and 40-inch sieve  
widths; Capacities 25 to 125 bushels per hour

**DEALERS:**  
Show your  
customers  
how to be in-  
dependent of  
seed men and  
elevators.  
Help them get  
highest grain  
prices. Sell  
them the Bull  
Dog.



The 40-inch Power Bull Dog, with Wagon Box Elevator

### SEEDING OVER—BUT GRAIN UNSOLD

There is a very great percentage of last year's crop still unsold. After the rush of seeding this grain must be marketed. Sell your customers this mill and save them the cleaning charges. Then they'll sell their choice grain at No. 1 prices. Bull Dogs clean oats, wheat, barley, timothy or clover equally well. Automatic feed; 10 to 16 foot elevator; power attachments supplied for 24 and 32-inch mills. Prepare to profit by this business. We have a large supply of mills on hand, and can ship on the shortest notice. We specialize on grain cleaning machinery.

**Twin City Separator Co., Ltd.**  
Off Logan Ave. on Quelch Street Winnipeg, Man.

## Get Ready for the Hay Machinery Trade



TUDHOPE-ANDERSON  
COMPANY LIMITED  
Winnipeg, Regina, Saskatoon  
Calgary, Edmonton

Last year the farmers of Canada had a crop of Hay, Clover and Alfalfa, amounting to 11,215,000 tons. This year that great tonnage will be exceeded. You can sell your customers a mower that cannot be equalled if you handle

### Tudhope-Anderson Mowers

Made in Sizes:  
4 ft. 6 in.; 5 ft.; 6 ft.; and 7 ft.

### Let Your Customers See Tudhope-Anderson Mowers and Rakes

TUDHOPE-ANDERSON MOWERS are designed so that they have great reserve power and strength in excess of other machines sold. The POWERFUL MALLEABLE GEARS ensure immense driving power and an entire absence of lost motion. These mowers go straight through the heaviest crop, however badly it may be lodged.

Axles have roller bearings, while the frame is of exceptional strength. By the hinge bar the cutter bar is always kept in perfect alignment with the pitman, making the Tudhope-Anderson the lightest draft mower on the market. Malleable foot latch connected with gear clutch quickly and easily throws mower in and out of gear.

TUDHOPE-ANDERSON SELF DUMP RAKES are built in 10 and 12 foot sizes. The sagless frame is of heavy angle steel strongly braced and trussed. Wheels are fitted with removable malleable hubs, which can be easily replaced. The teeth on our rakes are made with flat or round points and are of the best selected spring steel. Tudhope-Anderson Rakes dump quickly, the teeth returning to the ground instantly the windrow is passed, leaving the hay intact. Strong guard teeth drive the hay toward the center of rake and keep it out of the wheels. Our rakes are made with combined pole and shafts, so that they can be operated by either one or two horses. Simple, light, strong and easily operated they are machines which appeal to every practical farmer.

Let us give you other reasons why Tudhope-Anderson Mowers and Rakes mean big sales and profits to the dealer

**Tudhope-Anderson Co., Limited**  
WINNIPEG REGINA SASKATOON CALGARY EDMONTON



# CANADIAN FARM IMPLEMENTS

VOL. XII., No. 6

WINNIPEG, CANADA, JUNE, 1916

SUBSCRIPTION PRICE IN CANADA (Per Year, \$1.00 Per Copy, 10 cents)



## UNION BANK OF CANADA

Established 1865

HEAD OFFICE WINNIPEG  
Paid-up Capital \$ 5,000,000  
Reserve Fund 3,400,000  
Total Assets, over 90,000,000

Hon. President—SIR WILLIAM PRICE  
President—JOHN GALT, Esq.

Vice-Presidents  
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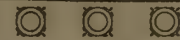
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Office, Winnipeg

This bank, having over 315 branches in Canada, extending from Halifax to Prince Rupert, offers excellent facilities for the transaction of every description of banking business. It has correspondents in all cities of importance throughout Canada, the United States, the Continent of Europe, and the British Colonies. Collections made in all parts of the Dominion, and returns promptly remitted at lowest rates of exchange.

Winnipeg, Main St. Branch: D. M. NEEVE, Mgr. Portage and Garry Branch: F. J. BOULTON, Mgr.

## Hail Fire Live Stock INSURANCE



### Carson & Williams, Bros., Limited

720-726 Union Bank Building Winnipeg  
PHONES (Private Exchange) MAIN 6112-3

Representing

THE LONDON MUTUAL FIRE INSURANCE CO.

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Complete Repair Stocks Carried for

## MOLINE IMPLEMENTS

We can supply dealers, on the shortest notice, with repairs for:

Moline Plows Moline Disk Harrows

(Best Ever, Good Enough, Etc.) (Economy)

Moline Engine Gangs Monitor Drills

Mandt Wagons and Farm Trucks

Manure Spreaders (National and Mandt)

Adriance Binders, Mowers and Rakes

ALSO

Janesville Plows, Disk Harrows, Etc.

IF YOU WANT BIGGER, BETTER BUSINESS, WRITE US



## DO YOU SELL WASHING MACHINES?

If not, why not? There's good, easy profits for the man who handles the I.X.L. High Speed Washer. Quick, easily driven; washes perfectly. Let us quote you prices on our full line of hand, power and electric washers.

THE WATSON LINE INCLUDES:

Feed Cutters (seven styles)	Pulverizers	1½ H.P. Engines
Roller Crushers	Grain Grinders	Harrow Carts
Wood and Pole Saws	Horse Powers	Whiffletrees
Barrel Skids	Boss Steel Harrows	Pump Jacks
Farm and Bush Sleighs	Root Pulpers	Bevel Jacks
Wheel Barrows	Light Delivery Sleighs	Warehouse Trucks
Boss Wood Harrows	Channel Steel Harrows	Push Carts

### DEALERS:

We handle "Viking" Cream Separators—the best Separator proposition you can hitch up with. Ask for prices.

*John Watson Mfg. Co.*

CHAMBERS AND HENRY STS., WINNIPEG.

## BRADSTREET'S

Established 1849 Capital and Surplus \$1,500,000

Offices throughout the civilized world. Correspondence invited.

Executive Offices:

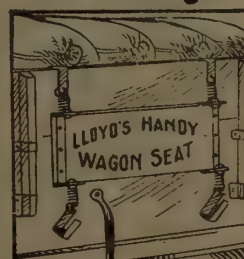
346 & 348 BROADWAY, NEW YORK CITY, U.S.A.

OFFICES IN CANADA:

Halifax, N.S.; Montreal, Que.; St. John, N.B.; Hamilton, Ont.;  
Ottawa, Ont.; Toronto, Ont.; London, Ont.; Quebec, Que.;  
Calgary, Alta.; Edmonton, Alta.; Vancouver, B.C.

C. G. SCHAFFTER, Supt., Commercial Travellers' Building,  
WINNIPEG, MAN.

## Every Farmer Wants One



The Wagon Loaded

The Implement Dealer can stock no better specialty than this. It sells itself and is very reasonable in price.

**Lloyd's Low-Down Wagon Seats**



Going Home

**A Spiral Spring Seat -- Fits any Wagon or Sleigh Box**

Suspended as shown by four coil springs tested to carry 600 lbs. Takes no box space, light in weight, safe and strong. Sets low protecting driver from wind and giving full control over team. Get our special dealers' offer right away.

**Wawanesa Wagon Seat Company**

Wawanesa

Manitoba

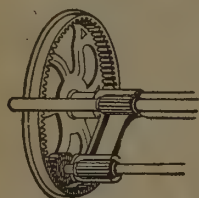


# Cockshutt Harvesting Machinery



A Frost & Wood Mower starts to cut the moment the horses move

When you come to sell a man his Mower, or Binder you're asking him to buy the most important implement of all, because his year's crop depends on it. There's where the many years' advertising, reputation and performance of the Frost & Wood machines count big in the customer's eyes and help you close easy sales.



Internal drive gear gives big quick power and cuts repair delays down to zero.

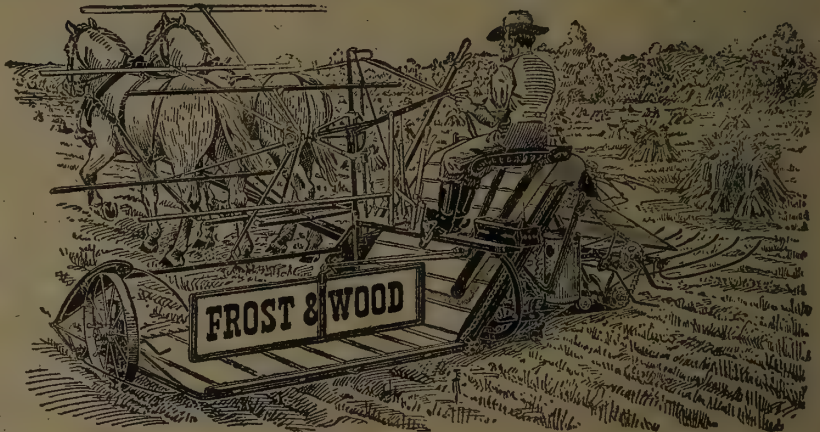
## The Frost & Wood Mower has thousands of friends

It's a light draft machine. We use only finest, toughest materials, so parts need not be so heavy. The splendid roller bearings and easily controlled levers eliminate friction and make it easy for a boy or girl to use. Immensely strong, with heavy brass bushings where wear is greatest. Knife guards are high-grade tough malleable iron. Heavy high-carbon steel cutter bar under quick control and goes on cutting when raised to clear an obstruction, saving time.

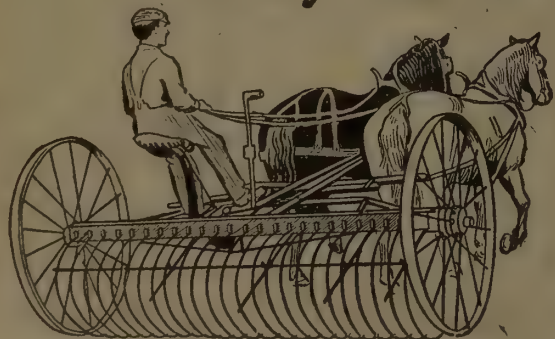
Space prevents reference to the many splendid features of the Frost & Wood Mower, but the "Internal driving gear" as shown here must be mentioned. The driving gears are meshed on the inside of the main drive—travel in same direction—no tendency to fly apart, or to snap cogs—no loosening or rattling of parts and connections, and the knives begin to cut at the first step of the horses. This means quicker work and longer life to the machine.

## No equal in Canada to-day to the Frost & Wood Binder

This is the Binder noted for its light draft—its sure, speedy cutting—its great strength—its ease of handling. But the greatest of all its assets is Reliability. This comes from long Frost & Wood experience in the development of the Binder. It comes from many stringent tests we give every F. & W. Binder before it goes to the customer. The Frost & Wood Binder has a big power wheel of special design, special roller bearings, special cutter bar, special non-failing knottor, special non-clogging elevator and other exclusive features too numerous to list here. The F. & W. Binder will take less "selling effort" than any implement you handle because of its splendid reputation.



## Every User of a Frost & Wood Rake is a friend



of the Dealer who sold it to him. Faithful service in the field of the implement you sell always counts a lot in your favor. Here is the Rake for long, hard service. It's all steel—practically indestructible. The Automatic dumping trip acts instantly at a touch on the foot pedal. The teeth have a fine clearance and do not drag the top of the windrow. Teeth are especially tempered steel, every tooth carefully tested before it leaves our factory. The Frost & Wood Rake will stand any test and has thousands of friends all over Canada.

Our 1916 special proposition is a money maker for the right dealer. Let us send you particulars to-day.

# Cockshutt Plow Company, Limited

Western Branches: Winnipeg Regina Calgary Saskatoon  
Distributing Points: Red Deer Lethbridge Edmonton Brandon Portage la Prairie



# CANADIAN FARM IMPLEMENTS

Vol. XII., No. 6

WINNIPEG, CANADA, JUNE 1916.

SUBSCRIPTION PRICE IN CANADA / Per Year, \$1.00 / Per Copy, 10c.

## Increasing the Grain Binder Business

As one of the foremost essentials on the modern farm the grain binder and harvester stands supreme. So essential is the binder that, in many cases, the dealer does not pay the attention that he might to the development of binder sales in his territory, or to the experting of those very necessary machines. It is claimed by many farmers that often binders are "loaded" on the farmer when, at a moderate outlay for repairs and some expert knowledge, the old machine could have been restored to a practical working condition. Yet we cannot forget that yearly a great deal of grain is lost for lack of a dependable binder, while many farmers in indifferent circumstances have sacrificed their crops by waiting for a borrowed binder to proceed with their harvesting operations.

As in all lines competition has entered the binder business, with the result that no dealer can afford to sit passively awaiting the entry to his place of business of the farmer who is in search of a new binder. Unsolicited orders are getting mighty rare, and the dealer must size up his territory as regards the possibility for binder sales. No man can afford to be indifferent or to lack energy in pushing his binder business.

It is losing opportunity if the dealer allows a farmer to work away with an old and worn-out machine, or to depend upon an accommodating neighbor to help him out. The practical farmer can usually be convinced that the loss of ungathered grain through the use of a worn-out and unreliable binder is a form of economy with no sense to it. In one season alone the loss of this grain will amount to a great deal more than the first payment on a new machine. To work hard producing a good crop, and to lose much of it through lack of a good binder is certainly a short-sighted policy for your customers.

### Why Buy a Binder?

Even supposing that the farmer contends that he can hire a machine, it often happens that when he requires the binder it is not available. Hiring machine, men and teams is a costly process, and the expense involved would often pay practically half of the value of a new binder. A farmer often says that his grain acreage does not justify the purchase of a

binder, yet that is no reason why he should not own a machine, for if his own acreage is small it leaves him free to employ his spare time—and his binder—in cutting the crop of some neighbor—a form of revenue being derived that materially aids in his expenditure for the purchase of the binder. The foregoing, and a thousand other arguments, may be used by the farmer when approached with the request to buy a binder, but it can never be forgotten that there is no implement on the farm that brings to the farmer so near its true value as the grain binder, and the price paid is not an expense but a very necessary and profitable investment.

### Getting on the Territory

Yet all the arguments pro and con the purchase of a binder are utterly useless in the seclusion of the dealer's place of business. He must carry them to the farm. They are only entering wedges in the sale of machines, merely putting the farmer in a receptive frame of mind to buy a binder, but not putting his signature on the order blank. These arguments must be taken to the home of the prospect, where they must be used to help him make up his mind that he really wants a binder. Present-day competition in the binder business requires present-day salesmanship—the kind that does not await sales but goes after the business.

The alert and up-to-date dealer is continually on the qui vive for prospective customers. He files a correct record of his customer's equipment—knowing the number and kind of implements the farmer has, how old they are and about the date when they will necessarily have to be replaced.

In the instance of the grain binder the business man dealer knows whether or not it can be depended upon to harvest the next crop. He does not wait until the grain is ripe before he solicits the farmer's order, but lays the foundation for next season's sale at the close of this season's harvest. Frequent reminders in the form of circulars and letters go far toward influencing the purchaser. This help is furnished the dealer by most manufacturers without any expense or bother, except preparing the list of names.

It is not enough to remind farm-

ers in their homes, but the subject of their binder needs should be discussed when they call at the dealer's place of business, and the merits of the machine explained while they have time to listen and absorb.

### Constructional Features

The dealer must be well acquainted with the merits of the machine, in fact as much so as the factory representative. The exclusive features in the particular binder sold must be thoroughly understood. Every particular device should be brought out as regards its superior features; its particular knotting mechanism, its ability to work on soft ground, its elevating mechanism, its lack of strain and jerk in the binding mechanism when the knot is being tied, and so on.

All those features in construction is the kind of information which the farmer wants to know, and as a general rule he is pleased when the machine shown has definite advantages over other binders with which he may have been acquainted. It is advisable that a sample should be shown upon the dealer's floor, but if this is impossible good, clear, illustrations and well written descriptive matter are a necessity. The dealer should see to it that plenty of literature regarding his specific type of binder is secured so that he can place it broadcast in his territory that farmers may have time to study the particular binder advertised.

### Features in Setting-Up

Repair and trouble work in connection with the binder are a feature which the dealer has to understand. Trustworthy experting is a thing that goes a long way toward increasing the dealer's prestige. In setting up the machine the proper procedure must be followed, and some excellent advice in setting up the binder is given in this connection by C. O. Reed, a farm machinery expert at the University of Illinois.

The bull wheel must be started into its quadrants straight or heavy draft and main shaft difficulties will result. When the bull wheel has been correctly entered the retaining bolts in the holes at the bottom of the quadrants should be replaced, and the threads smashed so that the bolts cannot be lost or the bull wheel taken out of the quadrants.

Bolts, whenever possible, should be placed with the nuts uppermost and exposed to view. This means greater ease in assembling. A bolt head should always be so placed that it is clear of the adjacent parts. As the rollers are put in place, coat the ends with a little hard oil, but not enough to smear the canvasses.

When the elevators are assembled, square them by measuring the diagonals with two reel arms held securely together. Make these diagonals equal by means of the squaring adjustments.

After the butter has been placed, pour a good supply of kerosene into all bearings affected, and turn upper roller of lower elevator by means of a monkey-wrench on the rim of the sprocket wheel. This ensures an easy action of the elevators, butter and reel-driving mechanism when the machine is first started in the field. Run all sprocket chains with the hooks leading and with the opening of the hook out. Make no adjustment on a new binder head when assembling the machine, because all heads are thoroughly tested before leaving the factory. Adjust all levers to work freely and to enter all stop slots in their quadrants.

When the machine has been apparently assembled and two or three braces or castings are still at hand do not throw them away. They belong somewhere and are essential. Carefully search for their proper place and position, and if it cannot be found tie up and tag them and hold them until the salesman or expert arrives.

### Handling the New Machine

The implement dealer is usually asked to start up the new binder, and this should be done on a road or on pasture before entering the field. Use plenty of kerosene for the first few minutes and see that every oil hole and duct is open. If started in the grain, open the throat by throwing the butter well ahead and start with a half swath only. The knotter may miss the first few bundles, but do not adjust the head in any way until it has had time to clean or shows positive proof of lack of adjustment.

If the machine fails to start owing to some part sticking, throw the binder out of gear and start the team. This tests the bull wheel. Throw in gear, remove



elevator chain and then start again. This tests the shafts, sickle and packer shaft. Then throw off the reel chains, replace elevator chains and re-start, thus testing the elevators. With the reel chains off, test the reel by hand. Do not use the "cut and try" method but seek the trouble in a systematic manner.

See that chains are not too tight or run backwards, as this will lead to cutting. The cutting of gears between the counter-shaft and crank-shaft is caused by poor meshing or by using oil on gears working under sandy conditions. The gears should be adjusted so that the large bevel gear teeth work deep enough between the pinion teeth to preclude "stripping" the gears, yet without binding them.

Canvas creeping and broken slats are caused by the elevators being out of square, or by the front edge of the canvas being tighter or looser than the rear edge. Test for tension by lifting both front and rear edges of the canvas.

Should a roller bind at both ends, adjust the tie rods or braces, or if at one end only adjust the box at that end. Besides resulting from the use of poor lubricants and too tight chains, heavy draft will result from the bull wheel being entered in the quadrants at an angle.

If the grain wheel has been twisted out of alignment side draft will result. On new machines the grain wheel leans slightly toward the platform. Badly shaped bundles in good grain are caused by improper manipulation of the levers. The dealer should emphasize to customers the necessity of constant lever manipulation in a steadily varying condition of grain. With badly shaped bundles in short grain the reel should be lowered sufficiently to throw the straws well back upon the canvas where the butts will not be retarded by the incoming straw.

In setting up the binder the following general outline may be of use to the dealer, the operations to be followed in order named.

Unpack box of small parts, placing platform on box. Run bull wheel into quadrants. Attach raising and lowering device. Attach main frame to platform and braces between main frame and platform. Place bull chain and tightener. Attach transport truck castings to main frame. Build front "A" frame and attach rear "A" frame loosely. Assemble lower elevator rollers, deck roller, tie rods, and braces to "A" frames and then tighten rear "A" frame. Square lower elevator; attach goose neck; put transport trucks in place and grease axles; build and square upper elevator; attach bundle carrier and binder head supports and place binder head. Attach shifting lever and connections to binder head. Attach, in following order: deck, butter, grain shield, deck cover, reel jack, supports, levers and shaft, outside divider and grain wheel, reel arm and slats. Finally, place reel-driving mechanism and accessories and the assembly is completed.

#### Light Tractor Plowing Demonstration at Brandon

The first light tractor plowing demonstration to be staged in Western Canada will be held under the auspices of the provincial fair at Brandon, Manitoba, during that exhibition, on July 18, 19 and 20, 1916. That this demonstration will be of the utmost importance to every implement dealer goes without saying. The rapid development of the small tractor, and incidentally of tractor implements, especially light tractor plows, is a factor in the trade that no live dealer can afford to overlook. The farmers of this country are in a receptive mood for tractors, tractor plows, and in fact a full line of power farming machinery. At no western fair can a greater variety of modern farm machines and implements be seen than at the Brandon Fair, and this year the light tractor plowing demonstration will be a drawing card for every man connected with the trade.

It should prove valuable to the dealer if only from the practical insight it will give him into the various types of light tractor plows on the market.

The selection of a tractor plow, whether or not the dealer sells a tractor, is of primary importance. A field well plowed to an approved depth by tractor drawn plow remains the very best evidence of the quality of the plow used and is a compliment to the tractor as well. On the other hand, a poorly plowed field by a tractor drawn plow may be considered as evidence both against the plow and the tractor. At any rate, much time and energy must be spent by all concerned explaining a poor job of tractor plowing. Therefore, before selecting a tractor plow, the dealer should carefully investigate the various plows in the market and choose a tractor plow having the necessary features for convenient handling and good work. At Brandon Fair and plowing demonstration the dealer will have a splendid opportunity for personal investigation, and one which he will be quick to utilize.

The authorities at Brandon have secured an excellent tract of land adjacent to the fair ground for the purpose of the demonstration. This field has been under cultivation for some time, but has not been plowed for two years. The demonstration hours are so arranged as to provide for the best possible crowds, and everything will be prepared to allow the manufacturers a first-rate opportunity to show up their machines.

There will be no fuel or draw-bar tests; in fact, there will be nothing whatever in the nature of a contest. It is not the desire to make the demonstration a stiff, formal affair, and only such rules are laid down as will reasonably insure everything working smoothly. The Fair officials want first of all to give the manufacturer a chance to demonstrate his machine in operation, and, second, want the farmers to have every opportunity to see these same ma-

chines in actual field work. W. I. Smale, the secretary of the Fair, is also secretary of the demonstration. The following are the rules and conditions drafted for the demonstration:

#### Rules and Conditions

1. The Demonstration shall take place on July 18, 19, 20, 1916, and will be held from 10.00 a.m. to 12.00 o'clock noon on each day.
2. Each entrant must be ready to start at 10.00 a.m., otherwise he will not be allowed to demonstrate on that particular day.
3. No tractor can be entered that pulls more than five plows, and any make of plow can be pulled. Shares can be either 12 inch or 14 inch, but stubble moldboards must be used on all plows. All plowing must be done at a uniform depth of five inches.
4. Any concern may enter as many tractors as it desires, providing they are of different types or sizes, and providing they conform to Rule No. 3.
5. The tractors may travel at any speed they desire, and during the demonstration may make as many stops as they see fit, providing that at least one round be plowed by each tractor during the two-hour demonstration period.
6. All entries must be in the hands of the Secretary of the Provincial Exhibition of Manitoba, Brandon, accompanied by the entrance fees, not later than July 1st, 1916, as no entries will be accepted after that date.
7. Each entrant must supply his own plows, fuel, lubricating oils, and the necessary help to operate his tractor sufficiently. Water will be supplied on the demonstration field by the Fair Association.
8. A plot of the demonstration field will be allotted each tractor of a size proportionate to the size of the machine, and any part of this plot that remains unplowed at the close of the demonstration must be plowed by the firm entering it before removing the machine from the demonstration field.
9. An entrance fee of \$10.00 per tractor will be charged, except in cases where more than one tractor is entered by the same firm, in which case \$10.00 will be charged for the first tractor and \$5.00 for all others entered by the same firm.
10. The demonstration will be conducted wholly and solely as such and will in no way be in the nature of a contest. No awards or medals of any kind whatever will be given.
11. The demonstration will be in charge of a field man who will have full control of the plowing field. He will be on the demonstration field at all times during the demonstration days, and will have full power to handle the entire demonstration. No deviation from any of these rules can be made without his consent.

## Be the First Trailer Dealer in Your Territory

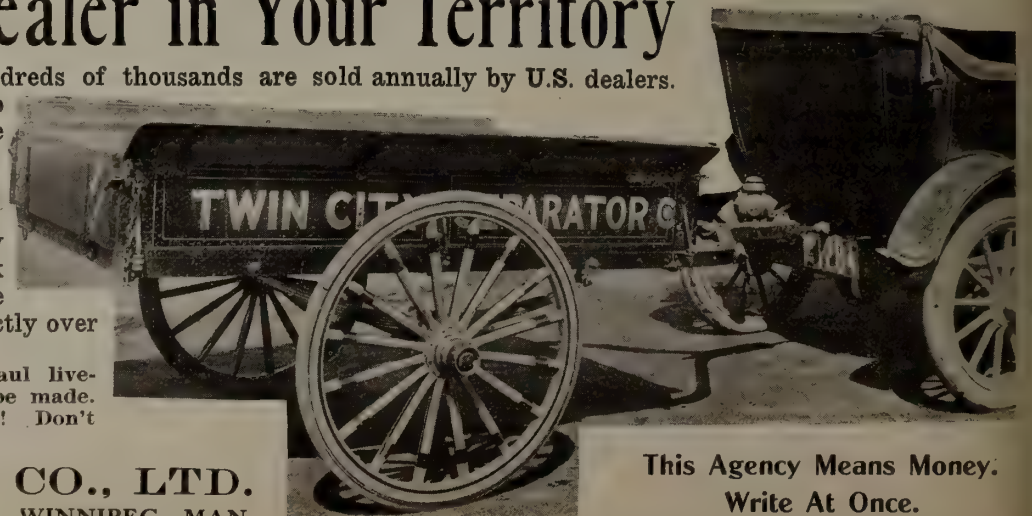
Increase your 1916 profits by selling Trailers. Hundreds of thousands are sold annually by U.S. dealers. Every automobile owner a prospect. Indispensable to the farmer, dairyman, feed man or merchant. Be the agent for

### BULL DOG TRAILERS

Adaptable to any car. Capacity 1,000 lbs. Very strong construction—built for automobile speed. Stock rack can be supplied if required. Quick detachable coupling; can be connected in a moment. Trails perfectly over any road.

With a "BULL DOG" TRAILER your customers can haul live-stock, produce, machinery, etc. A better trailer cannot be made. First in the West Canadian field—and will hold the lead! Don't delay; get this agency.

**TWIN CITY SEPARATOR CO., LTD.**  
OFF LOGAN AVE. ON QUELCH ST. WINNIPEG, MAN.



This Agency Means Money.  
Write At Once.



12. Each entrant should provide himself with a half-dozen pointed stakes, about six feet long, for marking out his first furrow, and he must see to it that all such stakes, as well as any other material that he may have brought to the demonstration field, is removed at the close of the demonstration.

### The Eastern Canada Tractor Demonstration

Last November the First Eastern Canada Tractor Demonstration was held at the Ontario Agricultural College, Guelph, Ont. This was the first opportunity afforded Eastern Canadian farmers of seeing the various makes of light tractors in actual operation, and some five thousand farmers attended the demonstration which was an unqualified success.

Plans have now been perfected for the second tractor demonstration in Eastern Canada, which will be held on suitable grounds near Toronto on November 1st, 2nd and 3rd, 1916. That East Canadian farmers were fully alive to the benefits of the light farm tractor is evidenced by the fact that plans are also under way for a demonstration to be held at the Canadian National Exhibition, Toronto, during the fair dates, August 26th to September 9th.

The second Tractor Farming Demonstration is held in connection with the Ontario Plowmen's Association, and under the auspices of the Department of Agriculture of the Province of Ontario.

The following list of entries, already received, shows beyond the shadow of a doubt that the second demonstration will eclipse that of last year in the number of entries and variety of tractors and plows demonstrated.

All railroads are giving reduced fares to this demonstration and all tractors entered from the United States will come in in bond. The Red Cross Society are arranging to feed the thousands of farmers that will be present, and the demonstration will assuredly be a Mecca for every implement dealer and tractor man who can possibly attend it. The following are the entries to date:

#### Tractor Entries.

The Avery Company, Peoria, Ill.  
Bates Tractor Co., Lansing, Mich.  
Joliet Oil Tractor Co., Joliet, Ill.  
J. I. Case T. M. Co., Racine, Wis.  
Climax Good Roads Machinery Co., Hamilton, Ont.  
Electric Wheel Co., Quincy, Ill.  
Hart-Parr Co., Charles City, Iowa.  
Holt Mfg. Co. (The Caterpillar Engine), Peoria, Ill.  
International Harvester Co., Chicago, Ill.  
Kinnard-Haines, Minneapolis, Minn.  
John Lauson Mfg. Co., New Holstein, Wis.  
A. T. Harrow Tractor Co., Detroit, Mich.  
New Age Tractor Co., Minneapolis, Minn.  
National Pulley & Mfg. Co., Webster Bldg., Chicago, Ill.  
Parrett Tractor Co., Fisher Bldg., Chicago, Ill.  
Rock Island Plow Co. (The Heider Engine), Rock Island, Ill.  
Sawyer-Massey Co., Hamilton, Ont.

Simplex Tractor Co., Minneapolis, Minn.

Standard-Detroit Tractor Co., Detroit, Mich.

Strite Tractor Co., Minneapolis, Minn.

Waterloo Gas Engine Co., Waterloo, Iowa.

Wolverine-Detroit Tractor Co., Detroit, Mich.

#### Plow and Harrow Entries

Bateman-Wilkinson Co., Toronto, Ont.

T. E. Bissell Co., Elora, Ont.

Cockshutt Plow Co., Brantford, Ont.

Duane H. Nash, Inc., Millington, N.J.

Massey-Harris Co., Toronto, Ont.

Oliver Plow Co., Hamilton, Ont.

Rock Island Plow Co., Rock Island, Ill.

### U. S. Winter Wheat Production Less

According to a special committee of the U. S. Chamber of Commerce the winter wheat production in that country will be appreciably less than that of 1915 and 1914, and will average only 15.1 bushels per acre. In fact, according to this prediction, it will be below the ten-year average of the decade 1906-1915, approximately one-third less than the harvest of 1915, or, roughly speaking, around 450,000,000 bushels. The committee declared there was approximately at the time of its survey, 20 per cent less acreage standing in wheat than at the same time last year.

### Thresher Plant Burned

Recently a fire at the plant of the Minneapolis T. M. Co., Hopkins, Minn., destroyed one building and contents incurring a loss of \$100,000. The greater part of the loss was in patterns of various machines which were stored in the building. The company reports that the manufacture and shipment of its products will be in no way affected by the fire.

### Cushman Plant Busy

At the Cushman Motor Works, Lincoln Nebraska, three eight-hour shifts are being worked in the plant preparing a great stock of Cushman binder engines for the coming season. Orders have been received by the company for binder engines to go to every farm area on the North American continent, and nearly every civilized country on earth. Advanced sales are declared by the Cushman officials to be the heaviest in the history of the organization. Dealers will be wise to order early in procuring supplies of these famous engines.

### A Sharples Promotion

The Sharples Separator Company, West Chester, Pa., announce the promotion of H. J. Schwebs to special representative on factory cream separators, whey separators and clarifiers for the entire state of Wisconsin, with headquarters at Madison. Mr. Schwebs has had a long experience in this line of goods.

# Safety for the Golden Grain

Proof against fire, vermin, lightning

Diameter 14 feet  
Wall 8 feet high  
Raise of roof  
3 1-2 feet

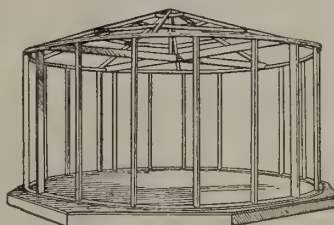
Capacity  
1050 Bushels



ANOTHER problem settled beyond doubt! Safe storage for grain. Proof against vermin—proof against fire and lightning—and protected absolutely from wind, weather and water. There you have the Johnston Granary. You have been looking for a granary that could not bulge. A granary with a large door—a granary with a sturdy frame. The Johnston Granary ends your search. Here we offer you a perfect safety for your grain, and at the same time a fireproof storage building for many other uses throughout the year. Sturdy as it is the Johnston Granary is not a fixture. It can be set anywhere and moved with ease to any part of the farm.

## Johnston's Granary

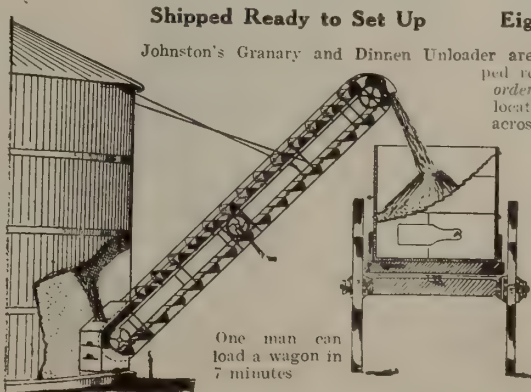
(Patented in Canada and United States)



This cut shows the strong framework construction that makes the Johnston granary so rigid and durable. This frame which we supply is covered with heavy galvanized corrugated iron sheets which are locked together, nailed to the frame, and further supported by wide bands that positively prevent bulging. There is a large double door, the inside being in movable sections, to hold the grain at any height and the outside of iron, fireproof, equipped for secure locking. The roof has a rise of 3½ feet and is made of sections of galvanized iron, which lock tight at the seams. The Johnston granary is filled through the opening in the roof direct from the spout. A 14-inch ventilator provides ample ventilation.

## The Dinnen Grain Unloader

This portable loader and unloader can be used anywhere on the farm. It is attached quickly wherever needed—so that one will be enough for most farms. Send the coupon for prices and particulars.



One man can load a wagon in 7 minutes

Shipped Ready to Set Up

Eight Factories in Canada

Johnston's Granary and Dinnen Unloader are fitted at the factory—shipped ready to put together the day order is received. Factories are located at eight farming centres across Canada, to fill orders for all metal building materials and farm equipment. Catalogues or special information cheerfully given. Use the coupon.

Dealers and Selling Agents Wanted

Write for Particulars, Catalogue, etc. to

Metal Shingle & Siding Co. of Manitoba, Limited  
WINNIPEG





Harry, the bookkeeper—Fifty percent increase, sir, in cream separator sales this month.  
Mr. Dealer—Yes, Harry, this New Sharples is a whirlwind to sell.

## Boost Your Sales

New Business is being created for you. We offer you a real opportunity to increase your sales: to "cash in" upon a big new separator demand.

We are making a "new breed" of separator that will save cream now being wasted in nearly every dairy through imperfect skimming. Under average conditions this invention will save 7 to 13 lbs. of butter a cow every year. No dairyman can afford to be without this new profit-making machine.

Our advertising is carrying a convincing message into the farm homes of your community. Inquiries are reaching us daily from every dairy section. Farmers are demanding

# THE NEW SHARPLES SUCTION-FEED Separator

### Because:

It's the only separator that regulates its own milk supply in proportion to the separating force. All others have a constant inflow but a variable speed. Whenever the speed falls, a lot of cream goes out the milk spout and is lost forever. The New Sharples skims clean at any speed. It gets all the cream.

### Because:

It delivers smooth cream of even quality no matter what the speed. Cream of uniform density churns out more butter and is far more desirable for the cream trade.

### Because:

The women may turn the crank 35 times a minute and make the work very easy. The men may turn as fast as they please and hurry the milk through. The capacity of the New Sharples increases with the speed. No other separator can be hastened.

### Because:

It has such a low, easily-filled supply can; the three piece tubular bowl so easily cleaned—no discs to wash; and many other valuable and exclusive features.

These are a few of the reasons why you should write us at once for our book, "Velvet" for Dairymen and full particulars. Let us help boost your sales.



## The Sharples Separator Co.

Also Sharples Milkers and Gasoline Engines

West Chester - - - - - Pennsylvania

Chicago San Francisco Portland Toronto

## The Repair Business

The repair business has a large importance in the annual energies of the retail dealer. It has, possibly, more vexatious sides to it than any other department in your business. It is a business that makes you "lose your hair" more often than anything else. Consider that day when you got madder over a fifteen cent casting than you ever did over \$500 worth of goods, and you spent as much time and trouble in procuring that fifteen cent casting as you would in selling a farmer a buggy or something in which there was an equal amount of profit.

I think that every one of you will admit that the only way to order repairs is by letter and number from the part itself or the catalogue. Another way is to send in the part or broken casting when the number is obliterated. That is very good but causes considerable trouble. The third way is to describe the parts as regards their relation to other parts of that particular machine, always designating the part that this machinery is for. The fourth way is to write the supply source a letter and tell them that you want repairs for some machine and let them try to figure it out for themselves.

Remember that the jobber has his troubles just as much as you have. He suffers from the same worries regarding repair parts, and you should be lenient when (because he is not a mind reader) he sends the wrong repair part.

As regards the profit on repairs, I think I have seen about as many different ways of handling repairs on a part as there are parts on machines made. Some men handle them on the regular price out of the catalogue and some cut the price in the catalogue, others get the list price, adding all freight and express charges, and I think this is proper; others order a

bundle of repairs, say a dozen in a bundle, costing thirty-five to fifty cents in express charges, and as they deal out that dozen or half dozen they put on fifty cents on each one.

I don't know that I would question that method either, because that retail dealer has on his shelves a good many repairs that he has ordered wrongly or has ordered and some fellow has never come to claim them. He has a loss right there, and I do not know whether it is right to make it up off the fellow who ordered repairs and failed to pay for them; or whether after they have been there so long until the dust has gathered on them so that the repair man cannot clean it, he should return it to the jobber and get full credit after that machine has died and been buried.

There are many ways, as I say, of handling repairs. This one thing appeals to me. Get the profit. Make the fellow who caused you an expense in getting that repair by mail or express or freight, pay that express, freight, or whatever the charges are, to lay that repair down, that man should pay those charges and should pay you a profit. I think you will agree with me that is the most satisfactory way to handle it.—W. A. Chapman.

## Soil Mining or Soil Building?

In the De Laval Monthly, Prof. J. D. Jarvis, of the De Laval Department of Dairy Development, says:

"Invariably the 'homesteader' first makes grain farming his chief branch of farming. If the rainfall is insufficient to grow the crops he experiences difficulties in meeting his business obligations. If he is successful in obtaining sufficient rainfall to grow his crops, the plan 'wheat after wheat or corn after corn' soon depletes the soil of plant food, its fertility, and instead of obtaining greater

## PROVINCIAL EXHIBITION BRANDON, MANITOBA, JULY 17 to 22, 1916

### Manufacturers are Invited to Exhibit

Those who have patronized this Big Fair, have demonstrated that it pays. It is here the Manufacturer meets the farmers and buyers. Dealers can see the latest and best in farm implements, machinery and equipment.

### THE PROVINCIAL EXHIBITION OF MANITOBA

We inaugurate the first Light Tractor Plowing Demonstration in Canada. NOT A COMPETITION, simply a practical demonstration on land close to Fair Grounds.

Outside Display Space Free—Nominal charge for inside space. Ample space for automobiles.

Write for Prize Lists. Entries close July 8th. Make application for display space early.

A. C. McPHAIL,  
President.

W. I. SMALE,  
Secretary and Manager.



crops each year he generally obtains smaller crops.

"Grain farming is often called 'soil mining,' because it is removing the mineral substances, phosphates, nitrates and potash from the soil. These minerals have a commercial value, and are more valuable to-day than ever before because the main potash supply came from Germany and the nitrate of soda and guano from Peru and Chile, South America.

"The farmer who sells his grain crops 'through the four wheels of the elevator' and does not return fertility to the soil, will discover sooner or later that he is not farming at a profit, and if he does not change his system of farming he will be forced to move to supposedly greener fields in some other part of the country.

"Adversity or family responsibility generally turns him to dairying—the last stage of the evolution of agriculture. According to Scripture, 'That which was first shall be last, and that which is last shall be first.' In the beginning of the evolution of agriculture ranching or grazing was first and dairying—the chores—last. To-day dairying is becoming the corner-stone of general farming. All other branches of agriculture, fat cattle, grain or fruit farming are built around it.

#### Silo a Dairy Necessity

"The intelligent farmer of to-day has a silo to take the place of his grazing or pasture land, and

finds it real economy. In fact, there are some dairy farmers in the dairy sections of our country who have only an exercise lot in place of pasture land, and nearly all their farm roughage is conserved for feed during the summer and winter. They have their summer and winter silos. These farmers rapidly learn the advantages of winter dairying, which are: a greater milk production, better prices for milk and butter-fat, better quality of calves, hence better dairy cattle, and better prices for their crops, by feeding them to their own live stock at that season of the year."

#### A Separator of Satisfaction

As in selling any class of goods, the dealer will find it profitable to sell a cream separator that will give unvarying service and daily satisfaction over a period of years. Such a machine is the De Laval separator, with its exclusive patent-protected construction which insures clean skimming and reliable every-day operation under ordinary conditions. Made in twenty different styles and sizes, with capacities varying from 135 to 6,000 lbs. of milk per hour, the De Laval catalogs explain in detail why the De Laval can be depended upon for good, honest service.

The design of the DeLaval bowl is the special feature of excellence. The split-wing tubular shaft delivers the whole milk at a point

beyond the "cream line," where the discs which divide it into thin layers make a clean-cut job of the separation. Once the cream is removed from the milk, it cannot and does not again mingle with either the incoming whole milk or the skim milk.

Simple, quick and complete separation takes place in the De Laval bowl, with the result that a bowl of small size will give very great capacity. The design in this respect is, of course, patented. An automatic oiling system provides for a constant and liberal supply of clean oil to every wearing surface of the machine. One of the later improvements in the De Laval is the tangential slotting of the tubular shaft, which greatly increases the amount of milk that can be fed into a bowl through a given size of feed tube, allowing the central feed shaft of the machine to be kept very small in diameter in proportion to the capacity of the bowl, making the bowl smaller in size and the cream discharge nearer the center.

#### Choosing a Separator

Look about you for a separator that is built to give service. Get the machine that skims closely, turns lightly, is simple, sanitary, easily cleaned, durable, and one that has the price right—and price is a mighty strong appeal to the gain of money motive, other

things being equal—a machine that you have confidence enough in to get right behind with your own guarantee and that the manufacturer has faith enough in to get behind both you and your customer with his guarantee, a machine that you would buy for yourself, and you will be able to succeed and to make money, especially if you get out and hustle for business.

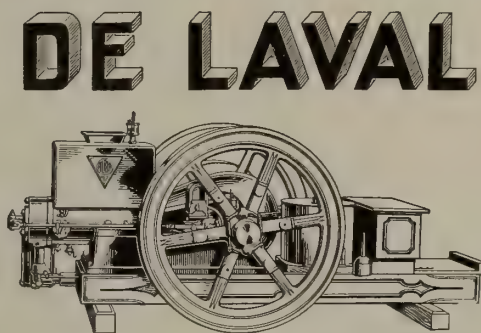
#### A Useful Publication

We are glad to acknowledge receipt of the Implement Blue Book, published by the Midland Publishing Company, Midland Bld., St. Louis, the home of our esteemed contemporary, "Farm-Machinery-Farm Power." The 1916 addition, as in the past, forms a splendid addition to the library of any implement jobber, wholesaler or dealer. In it are found every conceivable type of farm machinery with the name and address of the firm who produces same. The book is indexed so that ready reference is assured.

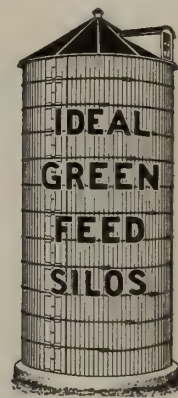
**WANTED** First-class Salesman and Collector for long established wholesale concern. A man with cream separator and engine experience preferred. Apply with particulars, in confidence, to J. S., Box 214, Canadian Farm Implements



The World's Standard  
De Laval Separator



The Alpha Gas Engine. Always  
Ready to Work



MADE IN CANADA

## THE PRESTIGE OF A GOOD NAME IS A GREAT HELP IN SELLING GOODS

**G**OODS that have given good service for many years, that are well advertised and used in every part of the world, are easy to sell. People prefer to buy lines bearing a well-known name. They look upon them as old friends. The name De Laval is known wherever farm and dairy machinery is used, and no matter what part of the world your customers have lived in, or whether they have always lived right where they are now, they know that the name De Laval stands for the very highest quality and is an assurance of satisfaction. Coupled with your own good standing, it will prove a powerful selling help for you.

**De Laval Dairy Supply Co., Ltd.** WINNIPEG VANCOUVER  
MONTREAL PETERBORO

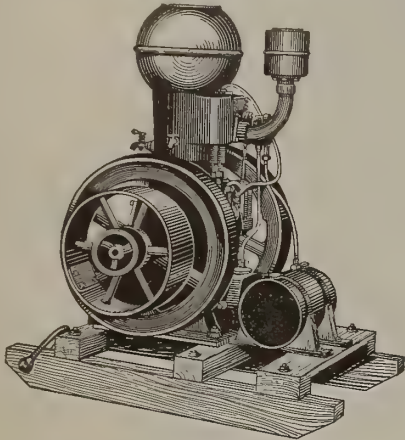
LARGEST MANUFACTURERS OF DAIRY SUPPLIES IN CANADA



## SUPREMACY!

That's what it means to sell  
**LISTER ENGINES**

British built, of exceptional durability and the best materials. Made in 2, 3, 5, 7 and 9 H.P. sizes.



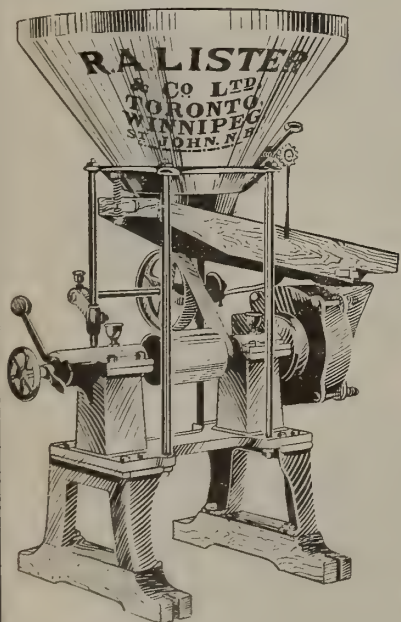
Ignition by high tension trip magneto—no troublesome batteries. Automatic force-feed lubrication; fool-proof carburetor; automatic fuel feed. Every engine shipped complete with skids ready to run. Sell Lister Engines and you defy competition.

### SAY, LOOK HERE!

Watch for our announcement, next month, of the famous Lister Combination Threshers. The best individual outfit made. Write now for particulars and territory.

If you want to make more money you ought to sell

### LISTER GRINDERS



Lister Grinders are unequalled in capacity, easy running, and perfection of work done. Strong, reversible plates; heavy shaft, extra long bearings; worm force feed. Guaranteed to grind more feed on the same power than any grinder of the same size made. Sold with or without base.

#### OUR LINE INCLUDES:

Lister Gasoline Engines, Grain Grinders, Electric Lighting Plants, Milking Machines, Cream Separators, Churns, Sawing Outfits, Silos, Combination Threshers, Pumps, Pump Jacks, etc.

**R. A. Lister & Co., Ltd.**

WINNIPEG

Toronto Quebec St. John

### Why the Buggy Will Come Back

Many men have champagne appetites and ginger-beer salaries, but if the price of gasoline goes on spiralling upwards we will see many men with automobile salaries but without gasoline incomes!

In fact many comparatively wealthy men are saving their money by going back to the faithful and reliable horse and buggy. Who, these days, can look a six-cylinder car in the face without a feeling that it is, like a chorus girl, a thing of beauty but with an enormous appetite for expensive stimulants. Various so-called "substitutes" have been discovered but it seems that the limpid liquid is still aprime necessity for an automobile.

An oil expert in the United States says that in six weeks recently the price of crude oil advanced from 26 cents a barrel to 90 cents, and is still rising! Yet there are alive motorists who used to consider that 9 cents a gallon was an exorbitant price for gasoline! Now they are on the verge of paying 40 cents per gallon. The foregoing authority states that there is every prospect of crude oil advancing to from \$2.50 to \$4.00 a barrel within the next year, causing gasoline to go up to a price that will even preclude the use of it for taking grease spots from our Sunday pants.

The enormous consumption of oil in Great Britain and France is largely the reason for this state of affairs, since these countries can no longer get oil from the Russian fields. Yet the production of automobiles in the United States steadily increases. There are more than 2,000,000 automobiles in use in that country alone, while an average of 700,000 are being turned out daily. The average consumption of gasoline for automobile use is two gallons per day, making a total consumption of 4,000,000 gallons daily. Add to this the requirements of countless launches, engines, tractors, and other machines, and we get a daily consumption of gasoline of approximately 6,000,000 gallons at a very conservative estimate.

### Why the Horse Laughs

It has always been our contention that the horse-drawn vehicle cannot be entirely replaced as a general utility conveyance in rural districts, and in the bosom of the average farmer is a deeply-

seated pride in a good horse and a nice buggy or carriage of some sort. Speedy transportation may be all right, but it has more than ever, by the cost that it requires, demonstrated the absolute economy and dependability of a good, reliable, popular-priced buggy.



Can't the Vehicle Dealer get in on this joke?

Many specific instances could be quoted of farmers going back from the automobile, with its expensive up-keep, to the old horse and buggy. The general trend seems to be toward the horse and away from the gasoline can.

The farmer, perhaps, at first does not realize the large expense of keeping an automobile in repair, although the initial cost may seem tempting. It is our opinion that in the future more buggies and carriages will be bought by the man on the farm. Especially will this be true, now that the price of gasoline has climbed so high, while the farmer can raise all the horse feed he requires on his own premises and at the minimum of cost.

### The Effect of the Road

It may be a generation or two before any large proportion of the farming population of America can travel by automobile without regard to the condition of the roads. They will find the horse an indispensable travelling assistant during the winter and spring, and also very frequently at other seasons of the year.

There will always be a demand for horse-drawn vehicles despite all other modes of transportation and vehicle dealers who keep a live and well assorted stock, clean, bright and well displayed, are finding ample justification for their loyalty to the buggy business.

Anybody living in a country town can tell just what condition the roads are in without asking any questions. If many automobiles come into town, the roads are good. If the hitching racks

are thickly lined with teams, the mud is deep. One day automobiles are numerous on the dirt roads and buggies are few. The next day a rain comes and the power vehicles are relegated to a temporary discard.

It is up to the implement and vehicle dealer to push the buggy and carriage business. The demand exists if he will only look for it. Make an effort this summer to bring back the buggy business to the position it deserves in the trade. Buggies are being sold as manufacturers testify. Who is getting the profits from them in your particular neck of the woods?

### Twine Manufacturers Supplied

The U. S. Federal trade commission, appointed to apportion the remainder of the Yucatan sisal crop among American binder twine manufacturers, states that the manufacturers' demand does not use up the entire supply. The demand developed amounted to 107,950 bales of sisal fibre. The season's crop unsold amounted to 125,000 bales of fibre. The Yucatan growers' commission adhere to the statement that natural causes had brought about the rise in the prices of fibre.

### Well Drilling Machinery

The American Well Works, Aurora, Ill., one of the oldest and best known companies of its kind, recently published an excellent book on well drilling machinery and other appliances connected with the boring of wells and supplying water to the various systems. The summer months brings a great demand for this type of machinery, and such a treatise should prove invaluable to dealers who wish to study their opportunities in this direction. The book will prove to be a useful one for reference purposes in the library of any dealer.

### A Book on Farm Power

The International Harvester Co. recently published at Chicago a very valuable book for distributors and users of farm tractors and farm power machinery. This book, entitled "Farm Power" contains a great deal of valuable information relating to the operating costs of horses compared with tractor farming. The United States department of agriculture is the authority quoted for practically all the figures given. The value of kerosene as a power producing fuel is strongly brought out, its economical value being clearly stated. Subscribers to Canadian Farm Implements can receive copies upon application to the above-named company.

Yes, Ezra, it costs like Hades to advertise, but it costs even more if you don't.



### Amendments to Saskatchewan Farm Implement Act

The Farm Implement Act in the province of Saskatchewan, as drafted in 1915, is now changed in several particulars. We presume that the majority of Saskatchewan dealers are in possession of copies of the Act as originally issued, but there are features in the amended form of the Act which are of sufficient importance to warrant analysis of the Act in its altered form.

Under the Act an implement shall mean any and every implement or machine of the selling price of \$50 or more, used or intended for use upon any farm, and including threshing machines, plows, binders and mowers. "Large" implements include traction and portable engines of any kind having a capacity of at least 5 h. p.; engines of smaller horsepower are defined as "small" implements. Grain separators, engine plows and engine discs are deemed "large" implements, also any other implement declared by the authorities to be a "large" implement within the meaning of the Act. "Small" implements include mowers, binders, and generally all farm implements other than those mentioned in the preceding paragraph.

As formerly enacted the vendor, that is the person or company selling or offering for sale implements, must file annually lists of both "large" and "small" implements, such lists to contain selling price, terms of credit, etc. As in the original act, lists of repairs must be filed annually with the authorities, while the contracts for the sale of large and small implements shall be made in writing on forms A and B respectively. In selling small implements if a contract has been made prior to the coming into force of this Act, and said contract has not been made in the prescribed form B, the contract will not be held invalid on that account, but all the terms and conditions of form B shall, so far as applicable, be held to be incorporated therein.

In subsections to this portion of the Act, in cases where no vendors' agent has been named to whom the broken parts may be returned, such parts may be returned to the vendor's agent at the place implement was purchased, or if no such agency exists, to the nearest agent of the vendor.

If no place has been mentioned where repairs may be obtained the contract will be held to contain such a statement that such repairs are kept by vendor and may be obtained at his nearest agents. Should the machine not work well after a fair trial of two days notice may be given either to vendor or his nearest agent.

Should purchaser not be able to read English, the contract must be read over to him and explained in language he understands before he signs, the proof that this was done being laid upon the vendor, that is the salesman or dealer. An affidavit that the vendor has explained a contract to the purchaser in a language which he understood, will be received in all courts as proof that such explanation was made.

The original clause still applies as to a signed copy of contract being mailed to purchaser. Payment to an agent of the vendor is deemed to be a receipt by the vendor.

When an implement is returned and re-possessed by the vendor and it is desired to proceed to arbitration (the whereabouts of the purchaser being unknown) a supreme court judge may upon application order that notices and other documents in connection with the arbitration may be served upon the purchaser by advertisement or otherwise.

In the matter of assignments of the earnings of a large implement an important change is made in the amended Act. No assignment shall be acted upon until the vendor delivers to the purchaser and the person for whom the work is being done a notice in writing that he claims such earnings. Formerly the vendor could take all earnings, being at the same time liable for their collection and for

the payment of wages, fuel and other running expenses. In future the vendor may only take 25 per cent of the earnings as a preferred claim, and he is no longer liable for these expenses. The net amount of these earnings, as formerly, is to be credited to the purchaser, but the vendor may deduct his reasonable expenses for collection of the same. If the earnings have been produced jointly by two or more implements sold by different vendors who have given the necessary notices, the 25 per cent shall be divided pro rata according to the price of the implement sold by each of the said vendors.

In the contracts and warranties under which large, small and second-hand implements are sold some minor alterations have been made. Copies of the amended Farm Implement Act may be obtained by dealers who care to forward 25c to J. W. Reid, King's Printer, Regina. It is certainly a necessity for the Saskatchewan dealer who wishes to avoid legal pitfalls.

### A New Assistant Manager

H. N. Ross is now assistant manager of the Winnipeg agency of the International Harvester Company. Mr. Ross was born in Highland County, Ohio, some thirty years ago, and after a high school and college education, entered the implement business. Securing a position in the offices of the Plumas, Ohio, branch of the harvester organization, in 1907, Mr. Ross rapidly occupied various position of importance until, in 1911, he was promoted to the position of cashier and assistant manager in the Edmonton, Alberta, branch house. With a thorough training and experience in the im-

plement business, and possessing marked executive ability, we feel sure that Mr. Ross will steadily advance in the service of the International Harvester Company.

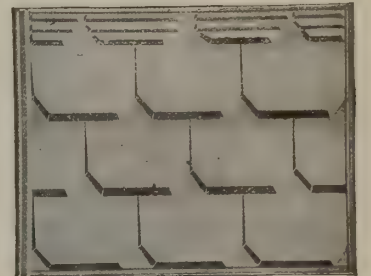
In closing a sale, the collector usually has the last word.

## You Can't Sell a Farmer Implements

If he intends to spend all he can spare on a new barn or house.

Why not be in a position to sell him a good METALLIC ROOF?

The Famous  
"EASTLAKE"  
STEEL SHINGLE



Does not cost DEALERS a cent to secure our Agency and YOU would find this line a pleasant and profitable one.

Worth Looking Into at Least  
Please Ask For Particulars

The Metallic Roofing Co., Ltd.  
Manufacturers  
797 NOTRE DAME AVENUE,  
WINNIPEG.

## Attention! Hardware Merchants Implement Dealers and Pump Men



WE are the largest Manufacturers of wood and iron pumps in Western Canada. We carry complete stocks at both Brandon and Calgary for immediate shipment. If you live in Alberta write Calgary; if you live in Manitoba or Saskatchewan write Brandon.

Write us for our new Catalog before you order, or send us a trial order and you will be convinced that you can buy cheaper from us than elsewhere.

**Manitoba Engines, Limited**  
BRANDON, MAN. and CALGARY, ALTA.



## A. STANLEY JONES North Battleford SASKATCHEWAN

The Original Small Threshing Machine

COMPLETE OUTFIT—8 h.p. Engine, 28 in. Separator  
All Fittings, Belts and Truck with 16 ft. reach...cash \$670.50  
28 inch Separator alone, all fittings...cash \$317.00  
24 inch Separator alone, all fittings...cash \$284.00

MADE IN CANADA

Write for Free Catalog and Time Terms.

As used by  
NORMAN M. ROSS, Superintendent of the Government Farms, Indian Head.  
PAUL GERLACH, Allan, winner of the World's Prize Wheat, 1913.  
S. SIMPSON, Pambrun, winner of the World's Prize Flax, see prizes in my catalogue.  
JOHN ILLINGWORTH, Roeliff, who came within 3/4 of a point of Seager Wheeler in 1914.  
Many improvements, ORDER EARLY, MOST IMPORTANT.

General Sales Agents for LA COMPAGNIE DESJARDINS, LTD.

ORDER NOW.—My price for cash is the same this year as it was last, and my time price is only 2 % more. Other companies have advanced from 10 to 25 %. You will notice I publish all my prices plainly in advertising and my catalogue, and do not have two or three prices for the same article.

AGENTS WANTED where not represented. Write for our Special Offer, twice as good as the Ford Car proposition Use printed letter head when applying for this offer.



FREIGHT PAID IN MAN. AND SASK.



### Officers of Massey-Harris Co. Visiting Western Canada

Mr. Thos. Findley, vice-president and assistant general manager of Massey-Harris Company, Ltd., and Mr. Chas. L. Wisner, director of the same company, arrived in Winnipeg via Grand Trunk Pacific on Thursday afternoon, June 8, to look over conditions in the three Western Provinces. Mrs. Findley is also a member of the party, who are travelling in the company's private car "Ceres."

The headquarters of the company at Regina, Swift Current, Calgary, Edmonton, Saskatoon and Yorkton; as well as many other portions of the three Provinces will be visited by the chief officers of the company with a view to getting as closely into touch as possible with the existing conditions in Western Canada, and it is expected that the trip will be of three or four weeks' duration.

### The Small Separator

In line with the development of the small tractor has been the production of small separators adapted to general use. A few facts on these small separators should be of interest to dealers:

The "32-54" standard custom separator and attachment requires a 16-h. p. steam engine. The "32-60" separator takes a 20-h. p. steam engine. As the rating of steam horse power is more flexible and is capable of pulling a wide range of overload, there is a variance in the ratings as between the gasoline and kerosene tractor and the steam engine for handling the same separators. The standard machines requiring 16 and 20-h. p. steam probably would require a "25-50" and "40-80" gasoline or kerosene tractor, respectively.

Now then, an "18-36" separator is being built which may be operated by an "8-16" tractor. This is the smallest outfit designed for use with the gasoline or kerosene tractor, and is particularly adapted to individual farm use. Then comes a "22-46" separator which a "12-25" tractor will op-

erate. This also is not too large for individual farm use. A "28-46" separator requiring an "18-36" tractor, while too large for individual farm work and too small for custom work, constitutes the medium sized outfit that would be practicable for community ownership and use.

### Opposed to M.O. Exhibits

A delegation, including representatives of commercial travelers, retailers and jobbers in many lines presented a protest to the Minnesota state fair board against permitting mail order houses to use the state fair grounds. The opposition is based on the general idea that it is poor public policy, and that catalog concerns are a menace to community interests and bear no share of the taxes of the state. All retail merchants not connected with catalog business are against these mail order exhibits at fairs.

### The Twine Market

Chicago reports state that the twine market is quiet with little offered except in early harvest sections, where past purchases are not considered adequate. Prices in Chicago are unchanged:

Sisal .....	95 $\frac{5}{8}$
Standard .....	95 $\frac{5}{8}$
Extra standard (550-ft.)	101 $\frac{1}{4}$
Manila (600-ft.)	113 $\frac{3}{4}$
Manila mixed (650-ft.)	123 $\frac{3}{4}$
Pure manila (650-ft.)	14

Five-ton lots,  $\frac{1}{8}$  cent less; car-load lots,  $\frac{1}{4}$  cent less; central delivery.

### Prices Will Rise

Dealers must consider now the statement by the largest implement manufacturing concern that it plainly makes the statement that it will advance prices for the season of 1917. This is embodied in the company's annual report, which says: "An additional increase in the prices of our products for 1917 will be necessary to meet this increased cost of manufacture."

There can be no doubt that the majority of implement manufac-

turing concerns are in the same predicament. Looked at from every point of view it is perfectly assured that manufactures foresee nothing to relieve the price situation during the next twelve months. It surely behoves every dealer to look ahead to readjust his prices, also to sell as far as he possibly can on a near-cash basis.

### Rumely Purchases Tractor Patents

It is announced that the Advance Rumely Company, of Laporte, has purchased the patents of the Leo Rumely Tractor Company, also of Laporte, and will adapt them to its own use on its own small tractor, and that Leo Rumely will become manager for the Advance-Rumely Company at Odessa, Russia, and will leave for that place next month.

### Threshers in Argentina

According to a consular report, 1,000 threshing machines were imported into Argentina during the year ending March 31, 1916. The importations in this line for the previous twelve-month period were 627 machines, and in the year before only eighty-one machines were imported.

### A Scrap of Paper

The value of a "scrap of paper" has been demonstrated to the world for nearly two years now, yet apart from international diplomacy and binding agreements, the controversy has broadened and business men, as well as diplomats, are discussing the value of paper scraps in the form of waste paper.

In a recent notice, Sir George E. Foster, Minister of Trade and Commerce, calls attention to the fact that there is a serious shortage in Canada of raw material for the manufacture of paper, including rags and old papers. A very large quantity of different kinds of paper and paper-board is manufactured every day in Canada, and a very large proportion of this, after it has served its purpose, could be used over again in making some class of paper. Much of it, however, is either burned or otherwise wasted and has to be replaced by new raw material.

It is of great importance that this waste be stopped and that the saved material should be used to reproduce first supplies. In this way raw material can be conserved and substantial sums realized from otherwise wasted material. A little attention to the saving of rags and old papers will bring genuine relief to our paper industry, and a diminishing drain upon our resources of supply for new materials. The rags and paper thus saved can be readily

disposed of through the usual channels of collectors and dealers in these articles, also through the Salvation Army in the principal cities of the Dominion.

The price of waste paper has risen from 200 to 300 per cent based on the prices of a year ago. The waste paper output could be sorted and employed for various purposes.

In some instances the dyes and chemicals in colored papers are worth extracting. Wrapping papers and cheap cardboard can be made of others. One of the largest demands for such waste comes from manufacturers of fiber and pulpboard boxes.

The cause of the paper shortage is said to be the embargoes on pulp shipments from Norway and Sweden and on rags from England. The higher grades of paper in this country seem to be hardest hit. On some of these the prices have gone up 100 per cent since the war began, and cheaper grades have been affected also. It will greatly help the situation in Canada if every scrap of paper is saved.

### Some Weird Answers

Among strange definitions, the examination papers at schools and colleges easily hold their own. In recent examinations for certificates held by the University of New York State, a few questions were answered as follows:

A blizzard is the inside of a hen.

A circle is a round straight line with a hole in the middle.

Sixty gallons make one hedgehog.

The stomach is just south of the ribs.

The ailmentary canal is located in the northern part of Indiana.

The qualifications of a voter at a school meeting are that he must be the father of a child for eight weeks.

The function of the stomach is to hold up the petticoats.

When the Germans got up in the morning and saw the British on the opposite hill they threw up their breakfasts (breastworks).

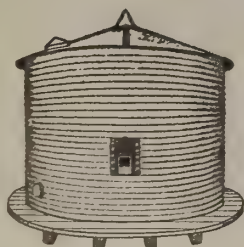
### A Hint for Husbands

"How did you contrive to convince your wife you could not afford to own an automobile?"

"Pure luck on my part. She wanted to have an old dress cleaned, and bought a gallon of gasoline."

### The Greater Value

In an Alberta town a sign in a clothes cleaning shop reads: "Don't smoke cigarette near the gasoline can! If you ain't worth much, gasoline is."



**An Agency that carries  
a Good Profit**

**MAX**

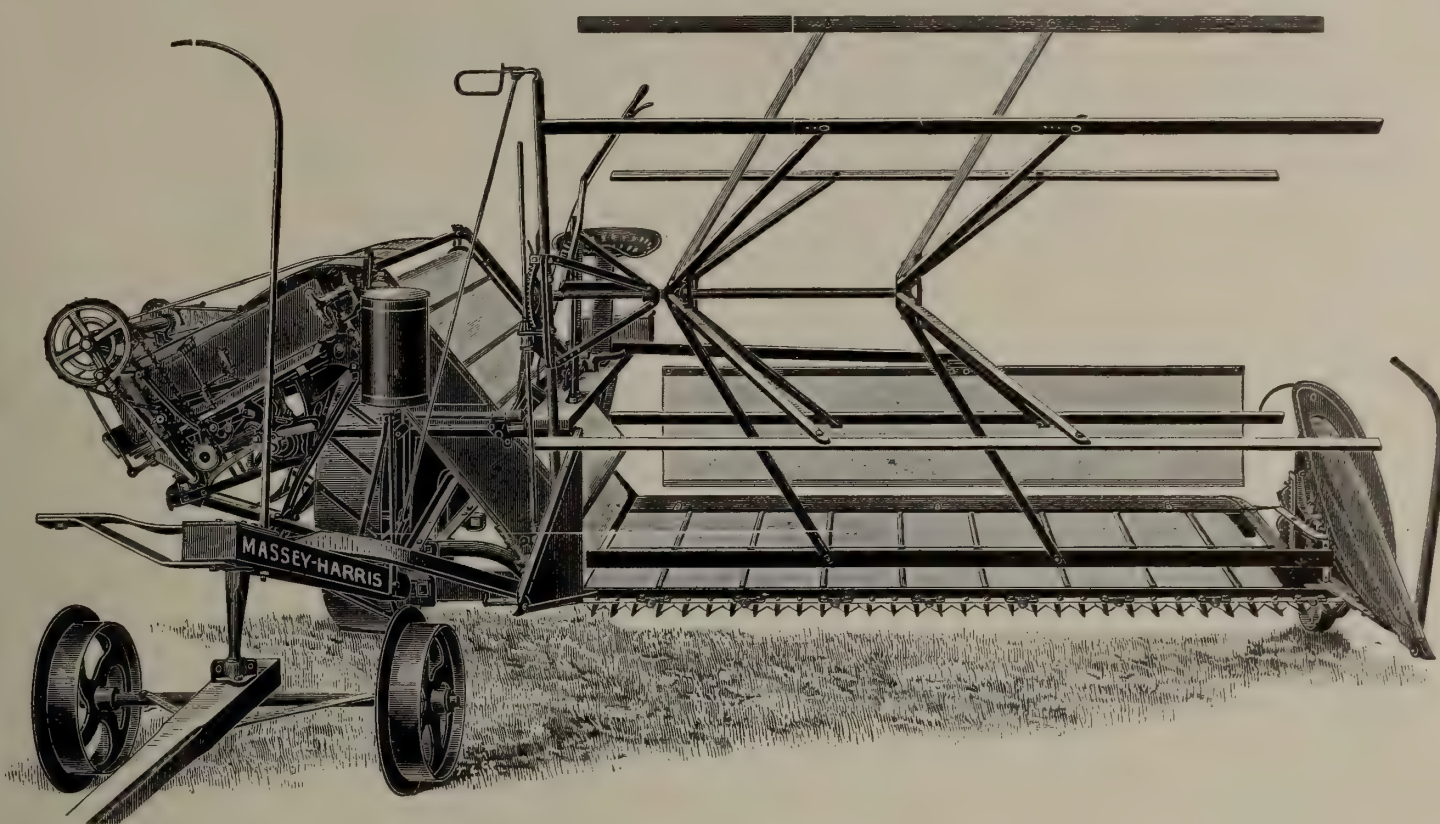
**PORTABLE  
CORRUGATED  
GRANARIES**

Have been giving the best service to Western Canadian farmers for over 12 years past. This is the only Granary with which you can get such a record to help you make sales and back up your arguments. Farmers are thinking of the harvest now.

Get in touch with this proposition at once and begin your campaign for orders today.

**Winnipeg Ceiling and Roofing Co., Ltd.**  
P.O. Box 3006 F.I. 4      Winnipeg, Man.





# The Massey-Harris Binder

## Is Good all the Way Through

**E**VERY part of a Massey-Harris Binder will stand the closest inspection. You will find no weak points—no parts slighted because they will not show—it's built right all the way through, and it's this close attention to every detail—no matter how small—that is largely responsible for the world-wide popularity of the

## MASSEY-HARRIS BINDER

A Simple and Reliable Binder which is easy to handle and easy on the horses—the most convenient and lightest running Binder on the market to-day.

Strong Steel Frame thoroughly braced and trussed.  
Double Truss keeps Drive Wheel true.  
Drive Wheel is very strong and equipped with Traction Lugs.  
Steel Grain Wheel; substantial and strong, protected by Divider, does not run down grain.  
Cutting Mechanism, effective under all conditions.  
Floating Elevator, front and rear.

Easily Adjusted Reel—one Lever does it all.  
Elevator Chain runs outside of all Sprockets.  
Effective Divider—Folds for Transport.  
Convenient Operating Levers within easy reach.  
Perfect Knotter ; always ties and always ties tight.  
Three Discharge Arms ensure positive discharge of the sheaf.

## Massey-Harris Company, Limited

Winnipeg Regina Saskatoon Yorkton Swift Current Edmonton Calgary



## Aiding Cash Business


It has been claimed by the apostles of co-operative buying that the overbuying of implements by the farmer has been encouraged, while rates and prices to the honest farmer who pays his debts have been loaded to cover bad debts incurred through credit sales to other farmers who never merited credit. Further, it is stated that country retailers have not made a sufficient concession in their credit prices for cash sales, partly because of a failure to appreciate the proper relation between cash and credit prices.

We take it that an ideal condition, then, would be a situation under which the farmer would pay cash for all his purchases, getting cash prices, and take all his credit from the banks between harvests. This being so it would seem, that if there is any truth in the allegations of the co-operationists, the aid of the wholesaler would be a great factor in the case. Should not the wholesaler see the advantages of naming terms and sticking to them, or saving money to those retailers who are inexperienced by properly educating them to the necessity of leaving the credit business to the banks. A great reduction would result in the bad debts of both the wholesaler and retailer. If, for instance, the wholesaler and jobber comes to the definite conclusion that is essential to preserve their credit system, and so keep the retailer who is inefficient within a fair limit, the latter would be forced to grant credit to only such customers as show a proper responsibility in a financial sense. This at least would strengthen the credit chain and would prove a great impetus toward making the farm implement business a trade more nearly on a cash basis.

## More Elimination Essential.

In an address to a joint meeting of credit men and salesmen at Saskatoon, President L. J. Mylius of the Canadian Credit Men's Trust Association, strongly espoused the cause of co-operative purchasing. The above association, it might be said, is composed of men who are, says this authority, "credit managers of their firm." Commenting on the antipathy felt by the retail men and the jobber to co-operative purchasing, Pres. Mylius said that he firmly believed that the co-operative idea in trade "is here to stay and must be faced squarely." He upheld the right of the consumer to buy at the lowest possible price.

Speaking on the pestilent retail merchant this gentleman said: "I believe we have far too many retail stores in our country. So many men have gone into business without experience, thinking it an easy way to make money, and without oftentimes, a sufficient amount of



**THE OFFICIAL ORGAN OF THE**  
**INTERPROVINCIAL RETAIL IMPLEMENT DEALERS' ASSOCIATION**  
 AND  
**SASKATCHEWAN RETAIL IMPLEMENT DEALERS' ASSOCIATION**

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**A MONTHLY NEWSPAPER**  
 DEVOTED TO THE INTERESTS OF DEALERS IN AND MANUFACTURERS OF  
 FARM IMPLEMENTS, VEHICLES, ENGINES AND MACHINERY

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Established in 1904 and Published Monthly by

**Canadian Farm Implements, Limited**  
**F. D. BLAKELY, Manager**  
 811-12 CONFEDERATION LIFE BUILDING Telephone Main 518 WINNIPEG, CANADA

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**SUBSCRIPTIONS**  
 \$1.00 per year in Canada; Foreign \$1.25 per year. Single Copies, Ten Cents

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**ADVERTISING**  
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 Change of Advertising Copy should reach this office not later than the 25th of the month preceding issue in which insertion is desired.

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**CORRESPONDENCE**  
 Solicited on all matters pertinent to the implement and vehicle trade. As an evidence of good faith, but not necessarily for publication, every correspondent must sign his name. We reserve the right to edit all matter submitted but do not undertake to endorse opinions expressed by correspondents.

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Member Western Canada Press Association  
 Entered in the Winnipeg Post Office as second class matter

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WINNIPEG, CANADA, JUNE, 1916.

capital, no system, and no clear knowledge of finance."

Likewise he stated that if there are too many wholesalers and jobbers they also must be weeded out. The retailer has an average cost of doing business of from 20 to 40 per cent. He also adds 50 per cent. to the cost of the goods, getting 33 1/3 per cent. profit on the selling price—and even then does not make a fortune. "Why?" asks President Mylius. "Simply because I believe there are far too many men in the retail business."

So talked the head of this credit men's association to the extent of many words. The long and short of it is that, like many others, he has been inoculated by the co-operative bug. The figures quoted may apply to the drug or jewelry business, certainly not to the retail implement business. How we would like to get 33 1/3 per cent profit—and our cost of doing business only runs from 15 to 17 1/2 per cent.

It seems to us that, in the end, as western business men continue to "fall" for this co-operative purchasing twaddle as regards the distribution of farm supplies, we will see every retail merchant eliminated, and every small town wiped off the map! In these Utopian days there will be mighty little use or demand for "credit managers," or for credit men's associations and their officials. We wonder if business interests actually realize how they will be rewarded by the legions of organ-

ized agriculture when business men have pap-fed the "down-trodden farmer" until the latter, under co-operative rule, dominates Western trade and commerce. Western business will awaken to the fact that when allied agriculture feels its power it will be a dictator of the worst type, as witness the laws a farmers' legislature made in Saskatchewan.

## The Debt of Agriculture

It is almost impossible to reduce to figures the debt which modern agriculture owes to farm implements and machinery. Some data recently given, however, brings a slight idea of what various areas may do when equipped with modern machinery, and when without that greatest aid to successful farming. The State of Florida, for instance, spends \$8.33 per capita for agricultural machinery. The value of the farm crops per capita in that state is \$67.80. In North Dakota, a state notable for the excellence of its farm equipment, \$85.50 per capita is spent for farm implements and machinery. And North Dakota produces crops to the per capita value of \$350.10 annually. Surely this is sufficient proof of the prosperity building value of modern farm machinery. When one considers the importance of this economic essential, the business of the implement dealer is one that reflects greatly upon the prosperity of any community.

## Steel Prices and Steel Wastage

In relation to the rising cost of everything in which is embodied iron and steel, the thought arises that war demands a fearful wastage of steel as compared with steel wastage during times of peace. When a railroad company uses steel rails until their surface is worn to a certain degree, the rails are re-melted and rolled into some other form of usefulness. When a plow point has lost 10 to 15 per cent of its weight it is returned by devious paths to the smelter and is reconverted into something of use to humanity. In fact practically all the worn and broken "scrap" or "junk" metal in existence is used over again for some useful purpose.

Let us, however, consider for a moment the economic wastage of that very necessary adjunct to modern war—the shrapnel shell. When a shrapnel shell bursts its charge flies over an area some 50 yards wide by 200 yards in length. The explosive force of the charge practically annihilates the steel casing of the shell. And in ten days the French alone have used as many as 5,700,000 shells on the Western front, shells ranging in weight from 40 lbs. to 2,600 lbs. It is safe to say that each day during the war at least 25,000 tons of iron and steel have been absolutely destroyed by the warring nations.

Add to this the vast wastage of steel and iron in every vessel that is sunk at sea. Approximately 60 per cent of all shipping is of iron and steel—some large vessels comprising 30,000 tons or more of metal. All this wastage of steel, without taking into account the hundreds of bridges which are destroyed, means that mankind must go back to the earth for new metal to replace the fearful iron and steel wastage brought about by modern war.

It is almost impossible to estimate the amount of iron and steel that will have been utterly lost to the world by the time that the war has reached a duration of two years. But one thing is sure, that the steel producing centers of the world must be prepared to supply the demands of the nations, and the United States alone requires thirty million tons for the annual domestic supply.

It is, therefore, easily apparent that we need blame no voracious "trusts" or corporations for the present prices of steel and iron. The fact is that the whole world is steel hungry—the ancient law of supply and demand is hard at work! In the implement industry our own needs seem most prominent, but we must realize that the steel mills are doing all they can, but the demands are unprecedented. War orders are having their effect; railroad equipment, permitted to run down during periods of low shipments, now demands replacement and rebuilding. Bridge building and a re-



vival in steel-building construction have brought about a condition that witnesses implement manufacturers literally waiting at the mills to grab whatever amount of steel they can get. Car works, bridge concerns, building contractors, railroads and every steel user is feeling the pinch.

While farmers may try to patch up old machinery to make it last out, breakdowns in the busy season, with serious losses, are often a result of such patched-up equipment. It would seem the height of wisdom at the present time if farmers only would take greater care of the good machinery which they possess, when it is known that the annual depreciation on farm machinery averages 10 per cent. Reports show that farm machinery is infinitely more durable than it is supposed to be, yet it would be wise of the dealer to point out to his customers the foolishness of leaving exposed to the elements good machinery which will cost money to replace, and which in the future may cost a great deal more to purchase than the figure that represented the original investment. Production is necessary, but we also require thrift.

#### Mainly for Employees

Boys, when you hit the boss for a raise in pay, forget that reason of another year with the house. Show him the new work you have done; show him the new customers you have won. Don't ask for a raise like a cuckoo clock, right on the hour. If you are worth more money to-day, ask for it to-day. If you have failed to make yourself more valuable from a cash standpoint, keep your trap closed, even if you have been with the old man another year.

It's easy to raise pay, but hard to reduce it. Expenses swell as easily as the mumps, and reductions are as hard to make as pickles are to swallow during that painful period. The man who asks for an advance only when he knows absolutely that he is worth it, never worries much about salary. Employers are generally as anxious to raise salaries as employees are to receive. These conclusions are drawn from experience and observation. Think them over.

#### The Dealer's Advertising

In advertising his goods to the community the implement dealer will find it the most profitable idea to co-operate with the manufacturer—both dealer and manufacturer sharing in the expense.

The burden of expense should fall upon both because both are equally interested. Where either the manufacturer or the dealer pays the entire cost of advertising the one who pays the bill naturally expects to receive all the benefit. The result of such procedure is that the advertising the manufacturer gives to the dealer gratis naturally advertises the manufac-

turer's wares to the exclusion of the dealer unless he goes to the additional expense after receiving the literature of having his imprint put upon it.

Some dealers use a rubber stamp which is very unsatisfactory, or have the work done at a local print shop. In either case the reader knows that the dealer's signature is not a part of the original advertisement, consequently, it cannot carry the weight it would if both the manufacturer and the dealer's ads were a part of the general scheme of the advertisement.

#### Knowing What You Sell

A more intimate knowledge of goods is today required to sell them than ever before. It is important that the dealer sees that his salesmen know how the goods they offer are different and why they are better. This calls for careful study and comparison. Lack of familiarity with their goods is a serious handicap that many dealers pay a high penalty for in lost sales. The jobbers and manufacturers are vitally interested in seeing that you obtain this important information. If you and your salesmen are not clear on any points lose no time in asking for them.

The dealer who knows, for instance, the type of plow best adapted to the farmer's need is in a position to give the farmer exact information. The man who can go to the farmer and tell him about plows and plowing will come more nearly selling the farmer a plow than the person who has to depend upon personality and friendship for making that sale. While friendship and personality have a great deal to do in selling goods they do not begin to take the place of a knowledge of the goods and conditions under which they are supposed to be used.

#### Showing Your Goods Effectively

Many a good dealer fails to make the most of his show-room opportunities. The nature of the premises largely make possible the effectiveness or otherwise of the display made. Good-sized space usually allows the dealer to secure better results than can be obtained by the man who has to make his showing in limited space in a poorly lighted building. It is essential that the implements be laid out and arranged so as to show up effectively.

As a rule, a farmer is cautious; likes to study his prospective purchase from all sides. If there is room to navigate all around the implement so much the better; it pays to avoid crowding. A crowded effect is not pleasing; it suggests the junk shop, and second-hand goods. The newness of an implement is its most attractive feature to many purchasers. The dealer can't afford to have his implements look old.

For this reason the implements on the floor should be kept clean, and clear of rubbish. Naturally, with many people coming and going, dust will accumulate. Dusting, to be effective, needs to be systematic. It is worth while to go over the implements every morning. One of the boys can do that.

#### Power Farming is Coming

To get some idea of the tractor industry let us reflect that there are 2,000,000 farms suitable for small tractors, and nearly 100 manufacturers are using the best brains procurable to improve existing tractor designs. Is it, then, any wonder that the farmer is seriously considering tractor power and that tractor demonstrations are being held so extensively.

The implement dealer is the logical salesman of the tractor. He knows the requirements of every farmer in his territory and the condition of the farms. He can sell complete outfits. If he is an automobile dealer his position is more secure, for many of the later tractors closely follow automobile design. But the dealer should study the situation. He should place tractors on farms to which they are suited. He must study power farming methods if he expects to succeed in the tractor business.

We must not forget that before the advent of the gasoline engine and tractor individual threshers outfits, hay balers, and many other power-driven machines were out of the reach of the individual farmer. Now that the farmer has initial power plant to drive heavier machinery he might be interested in buying medium-sized custom machines, balers, threshers, etc., clubbing together with a few other farmers to do so. There is a possibility of any dealer working up such co-operative buying deals in his particular territory.

#### To Buy Rightly

Before a dealer buys goods he should know not only what goods he wants but why he wants them; not only what he should pay for the goods but how many of each type he requires. An implement store run on any other scheme is bound to suffer. It never knows, if it does not do this, when it is prospering or when it is on the decline.

There are certain questions a dealer must be able to answer when he contemplates purchasing:

How much have I on hand in my warehouse or on my floor?

How soon should I buy more of this line?

How fast is it going? Faster or slower than last year?

What is my gross profit on the line? What my net profit?

Seems, according to organized agriculture, that the farmer is the only man the world owes a living to. Inversely, he may owe everybody.

#### Personal

G. W. Buck has opened a garage at Abbey.

T. T. Risse is a new implement dealer at Rivers.

J. Bergey is a new implement agent at Guernsey.

M. J. Virstuk, a dealer at Ethelbert, died recently.

Marcus Larson is a new harness merchant at Mossbank.

Grover Stith has closed his implement stand at Outlook.

William Bush has discontinued his harness business at Consort.

L. L. Brown has discontinued his implement business at Fiske.

Pierce & Co. have discontinued their implement stand at Plunkett.

The Doty Engine Works, Winnipeg, has been advertised for sale.

Norwood & Stuart have opened an automobile agency at Rosebank.

George Cavanagh, Conquest, has sold out to a dealer named C. C. White.

Thorson & Larson is the name of a new implement concern at Gravelbourg.

The Canora Garage is a new concern in the Western town of that name.

H. Herbert is the latest addition to the implement fraternity at Mitchelton.

The plant of the Alberta Ornamental Iron Co., Redcliff, is advertised for sale.

Dolter Bros., auto agents at Sintaluta, have dissolved partnership. C. Dolter continues.

Fred Carroll has succeeded James Perdue in an implement business at Semans.

The Neville Hardware & Implement Co., in the town of that name, have assigned.

John Crawford has sold out his implement stand at Mazenod to a dealer named J. J. Turner.

C. Paulson, hardware and implement dealer at Shellmouth, has sold out to Elliott & Garnett.

W. E. Read has bought out the implement business at Lipton, formerly owned by E. McWear.

We regret to report the death recently of W. H. Senniger, the implement dealer at Kenaston.

T. A. Burrows has bought out the business at Ethelbert formerly owned by P. and W. Andrychuk.

S. V. Mumford, a dealer in coal and implements at Holden, has given up his implement agencies.

A. F. Howard has sold out his implement business at Bladworth to a dealer named Charles Sproull.

W. L. Sawyer has taken over the implement business at Kincaid formerly carried on by Pomeroy & Lee.

The P. B. Humphries Co., Kenaston, have discontinued their implement business at that Western point.



C. H. Kellington now controls the implement warehouse at Marquis formerly managed by M. Griffin.

Stuart S. Lee has bought out the implement stand at Vanguard formerly carried on by W. A. McKenny.

The Moose Jaw Distributing Company, a concern at Expanse, has been bought out by W. F. Buffett.

Bleakly & Johnston, proprietors of a general store at Eston, have added implement lines to their business.

E. F. Halldorsen, the implement dealer at Kandahar, has opened a harness branch in connection with his store.

Reding & Casper, hardware and implement dealers at Cudworth, have discontinued operations at that point.

T. N. Williamson, Brandon, has taken over the business formerly carried on by the Northwest Pump Company.

Purse & Gilligan is the name of a new implement concern at Myrtle, at which point they succeed H. H. Mitchell.

Denison Bros., Brandon, dealers in automobiles, have taken a partner into the firm, a gentleman known as Robert Flock.

D. McFarlane, Elbow, has taken a partner into his business. The firm now operates under the heading of McFarlane & Keeling.

Conlin & Evans, harness and implement dealers at Rostown, have dissolved partnership. C. E. Conlin continues the business.

Glenn & Stickland, dealers at Milestone, have dissolved partnership. Stephen Strickland now has sole control of the business.

S. Lewthwaite, Wainwright, has sold out his implement business at that point to a couple of dealers known as Zimmerman and Harpell.

Frank Silloway, from the head offices of Deere & Co., Moline, Ill., was a recent visitor to Winnipeg and Regina in the interests of his company.

The Chalmers Motor Company will make a large extension to their plant at Saskatoon, the addition to cost over five hundred thousand dollars.

W. W. Kearns has discontinued his implement business at Eyebrow, while in the same town Thomas Turner has commenced an implement stand.

The Hayes Wheel Co. of Canada, capitalized at \$200,000, with head office at Chatham, Ont., has been incorporated to manufacture wheels, hubs, rims and other parts.

Local capitalists at Essex, Ont., along with experienced engineers, have organized a tractor company known as the Doyle-Dennert Tractor Company, capitalized at \$50,000.

The firm of Decairs & Jodoin, general merchants and implement

dealers at Pinewood, has been broken up. In the future T. Jodoin will have sole control of the business.

J. E. Ruby, general manager of the Frost & Wood Company, Smith Falls, Ont., was a recent business visitor to Winnipeg, where he spent a few days with the Cockshutt Plow Company.

P. J. Grout, manager of the Twin City Separator Company, Winnipeg, accompanied by Mrs. Grout, is at present on a tour to Alaska. We hope to see him return rejuvenated and ready for a record season's business.

G. C. White, manager at Brandon for the George White & Sons Co., engine and thresher manufacturers, was a recent visitor to Winnipeg, where he attended the monthly meeting of the Winnipeg Wholesale Implement association.

S. S. Lewis, vice-president of the Tudhope-Anderson Company, Orillia, Ont., recently visited the Winnipeg headquarters of that well-known company. Mr. Lewis was favorably impressed with the business outlook in the West and looks forward to a good season's business.

J. E. Fleury, president and general manager of J. Fleury's Sons, Aurora, Ont., the well-known manufacturers of cultivating implements and stock raisers' machinery, was a recent business visitor to Winnipeg, where he called upon the John Deere Plow Company, which concern handles the Fleury line in Western Canada.

The John Lauson Mfg. Co., New Holstein, Wis., announces the appointment of Geo. D. Ash as jobbing sales manager. Mr. Ash is one of the pioneers of the gas engine business and has been with the Olds Engine company for the past 27 years. During a large part of that time he handled the jobbing trade throughout the United States and Canada.

We are glad to note that J. H. Silversides, department manager of cream separator sales with the De Laval Dairy Supply Co., Winnipeg, is out and around again after undergoing a severe sickness which necessitated an operation. Mr. Silversides is back again at his desk and hard at work helping to place De Laval separators on the farms of the Canadian West.

#### Advance-Rumely Head Visits Canadian West

During the last week of May, Finley P. Mount, president of the Advance-Rumely Co., La Porte, Ind., paid a visit to the Winnipeg headquarters of that well-known company. On Friday, May 26, Mr. Mount was the guest of the Winnipeg Wholesale Implement Association at its regular monthly meeting in the Royal Alexandra Hotel.

In a facetious address Mr. Mount voiced his pleasure at being present, and very aptly described the more or less accidental way in

which he got into the implement manufacturing business. Before he returns south Mr. Mount will visit the West Canadian branches of the company at Regina and Saskatoon. This is the first time he has been west of Winnipeg on Canadian territory, and he is very favorably impressed with the business possibilities of the prairie provinces. This summer the Advance-Rumely Co. will enter its small tractor at eight different tractor demonstrations.

#### Company Act in Saskatchewan

The Companies Act has been revised by the Saskatchewan Legislature. The following fees must be paid for registration of a company whose nominal capital does not exceed \$20,000—fee \$40. For every \$5,000, or part thereof, added, up to \$100,000, \$5.00. The annual fee for companies with a capital not exceeding \$25,000 is \$10; not exceeding \$50,000, \$20. Companies with capital between \$100,000 and \$500,000 pay an annual fee of \$50.

#### Rules for Success

A gentleman who started with a capital of \$2,500 and retired worth several millions, says that much of his success in business was due to an observance of the following rules:

"If you are the head of a big business, keep in the back and watch the figures.

"Do not oversupervise those under you; give them a chance to work for themselves and develop.

"Let your men adopt your ideas as their own; then oppose them, and make them fight for those ideas, and they will be enthusiastic.

"Many things count more than money with those who work; always find the best side, and never fail to praise good work.

"Make everything you do advertise your business; treat your customers so as to keep them.

"And, always watch the figures."

#### The Enemy of Efficiency

As a frost to the bloom of health, booze is a blizzard. It's responsible for most of the fool things that make men ashamed of themselves. There will be a strange lack of fools when there is a lack of liquor. The artificial and stimulated good cheer which men buy in bottles is a four-flushing substitute for the cheer of abundant health, and its drowns the top of the world for them.

#### A Good Side Line

In the realm of auto supplies the dealer can find many profitable lines which might be added to his business—of which possibly the most important is automobile tires. In handling tires the lowest cost per mile is the means by

which value may be judged. A tire that excels in wearing surface, as compared with ordinary tires, brings service qualities which appeal to the motorist.

The cost of an automobile tire cannot be figured on its first price; it is the miles service that a tire gives that gives it value. A tire cheap in first cost may be very expensive, as it might not run to even make it a fair investment.

The question for the dealer to ask himself is simply whether or not he can get some share—even though small—in the tremendous demand that has thus been created for auto-supplies of all kinds. While the dealer located in a main travelled road may have the greatest demand there is always a steady local demand for good tires that combine service and quality.

#### Locating the "Slacker"

From a patriotic standpoint, slackers are men who possess so little love of their native land that they would see her bleeding and in chains rather than shoulder a rifle in her defense. From a business standpoint they are shirkers of duty. The man who has "slackers" in his office, store or shop stands over a hidden volcano of destruction. He is unaware oftentimes, that numbers of his employees dodge their work; that his customers are becoming angered by flagrant carelessness in the handling of orders. Then, only when the whole structure of his business comes crashing down, does he learn the cause—too late. It pays to know the fit and unfit in business as well as war.—Implement and Vehicle Record.

#### What the Dealer Does

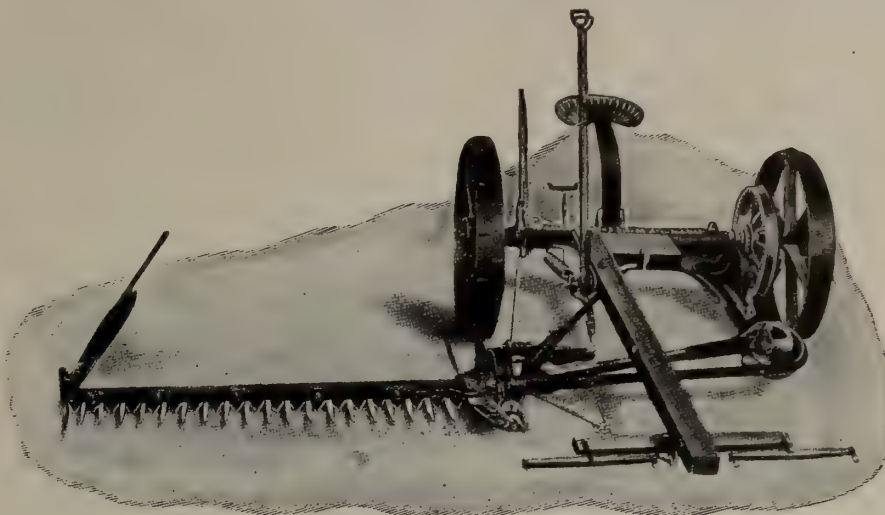
The reputable dealer orders twelve months ahead of time the implement he is to sell, besides carrying large stocks of implements over from one season to the other. He has established credit relations with the prominent manufacturing concerns in the country and can get in the quickest possible time any article for the farm he may want. He displays at his place of business all models of machines salable in his community so that the farmer may see with his own eyes just what he is buying, and when the deal is closed the farmer takes out the article ready to go into the field and perform its work.

#### Maw Handles Gray-Dort

The firm of Joseph Maw & Co., automobile distributors, Winnipeg, are now handling Gray-Dort cars for Manitoba. This car, which is low-priced, has had phenomenal success. It has a wheel base of 105 inches, and four-cylinder engine 31/4x5 inches. In appearance and equipment it is a car that should appeal to the automobile public—a fact already proven by the great demand that exists for Gray-Dort cars.

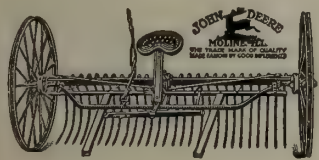


The Mowers with the compensating or balanced gears arranged in pairs. Each pair holds the other in mesh. No power lost, best transmission ever designed. Will run easy and wear long.



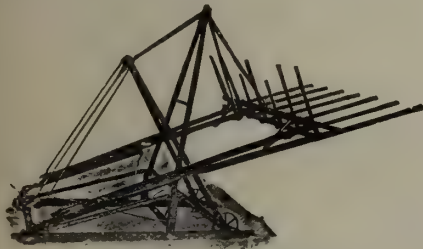
John Deere Plain Lift Mower

John Deere-Dain Mowers will cut the grass on any ground over which a mower will run. Easy to handle and easy to adjust. Adjustable hitch overcomes side draft in heavy cutting.



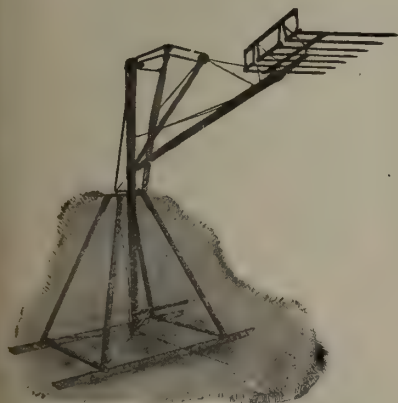
John Deere Sulky Rake

Simplest and strongest steel rake on the market. 20 steel staggered spokes in each wheel. Trussed rake head. Dump rods reversible and interchangeable. No better made.



Dain Junior Mounted Stacker

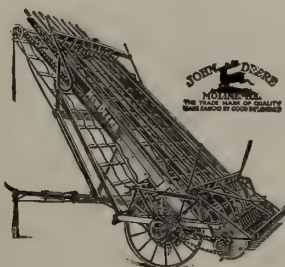
A light, strong, durable stacker and easy to transport. In elevating the draft is the same at all points, consequently it requires less power than the ordinary overhead stacker. Equipped with hay retainers. No loose hay scattered around.



Dain Swing-Around Stacker

The stacker that will pick up a load from any point and deliver it on the stack wherever you want it. Swing the load around a complete circle. Will handle more hay with less power than any swing-around stacker built.

# Sell The LINE Of Quality THE John Deere-Dain Line of Hay Tools



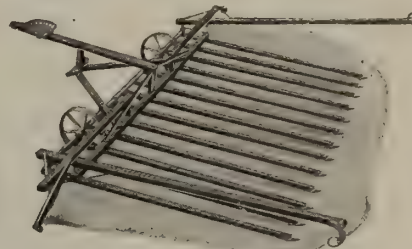
The Deere Hay Loader

The Hay Loader with the flexible, floating, gathering, cylinder. Handles anything, from the lightest swath to the heaviest windrow.



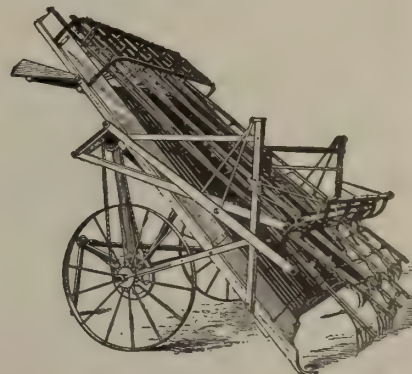
Dain Power-Lift Rake

With the Power Lift Rake the team raises the loaded teeth off the ground. Pressure can be applied by the hand lever if desired. A strong, durable rake and handy to operate.



Dain Truss Frame Sweep Rake

For all purposes this rake has no equal. Well built, trussed frame, flexible teeth, tubular steel axle, hinged tongues that allow the horses to travel independent of the motion of the rake.



Dain Hay Loader

Hitch this loader to any wagon and it will rake clean and elevate the hay in the easiest possible way. Built of the best material. Easy to handle. Roller bearings on all main journals and caster rear wheels.

## John Deere Plow Company

Winnipeg Regina Saskatoon Calgary



### The Modern Metal Roof

History relates that the earliest attempts at roof construction were mere erections of a few spars, united with twigs covered with mud. Later a ridge was added and the whole was covered with clay to carry off the rain. The first function of a roof was to keep water out, but with advancing civilization came other requirements, such as protection against fire, lightning, the action of the elements, artistic appearance, durability, economy, ease of application and long service coupled with low maintenance.

The wood shingle has become impossible. On every hand we hear of Canada's fearful loss, while it is a well-established fact that fully one-third of all the fires in our smaller towns and villages are caused by flying sparks and embers igniting inflammable roofs. It is admitted by all builders that the most satisfactory and economical roofing is the properly manufactured metal shingle, which combines all chief roofing requirements in an ideal degree.

In handling this class of goods, that is sheet metal shingle and siding, the implement dealer can find a very profitable line. The building and repair season is now here. Why should not your customers substitute metal shingles for wood shingles, metal tile for slate or clay tile, tin roofs for tar and gravel? Why not show them

how to use ornamental metal ceilings instead of wood and plaster, and metal siding instead of the usual siding. A metal roof of some kind suits every class of building. Think of the infinite possibilities in this line! Suggest metal building materials to your customers and follow up your suggestions!

The Metal Shingle and Siding Co. of Manitoba, Winnipeg, specialize in the production of everything in sheet metal for buildings. Implement sheds, granaries, metal garages, stalls, stanchions and cowbows, these are only a few of their lines. Dealers who realize the possibilities in this line should get in touch with the above company, mentioning Canadian Farm Implements. Full and free information will be sent on their goods by return mail. Why not push the sale of sheet metal materials this summer?

### A Combination Thresher Catalogue

We are in receipt of the 1916 catalogue and price list issued by A. Stanley Jones, North Battleford, Sask., the manufacturer of a made in Canada line of well-known separators and engines. This trade publication and price list is finely compiled and profusely illustrated, showing the plant of the company and their threshing outfits in actual operation. Mr. Jones is general distributing agent

in Manitoba, Saskatchewan and British Columbia for La Compagnie Desjardins of St. Andre de Kamouraska, P.Q. Made in 24 and 28 inch sizes, these combination outfits have many excellent constructional features, straw carriers, high baggers, chaff return, wagon loaders, etc. A great many testimonials from satisfied users are embodied in the catalogue, along with many helpful practical suggestions. Interested dealers can obtain these catalogues by writing the firm at North Battleford, Sask.

### Rumely Man Starts Canadian Business

It is reported that, on June 1, J. D. Adshead, formerly branch manager for the Advance-Rumely Thresher Co. at Fargo, N.D., retired from his position with that company, with which he has been connected for some six and one-half years. Mr. Adshead was located at Regina for a year, then for four years at Grand Forks, N.D., finally at Fargo, N.D.

He will, it is stated, return to his former home at Winnipeg, where he will engage in the distribution of power farming machinery, small tractors, etc., in the Canadian West, acting as representative of several United States manufacturing concerns. He has been succeeded at Fargo by Barney Baker, formerly general sales manager for the M. Rumely Company.

Before going to the United States Mr. Adshead was connected in Canada with the Rumely Products Co., the McCormick Harvesting Machine Co., the International Harvester Co. and the Nichols & Shepard Company.

### Ranney Becomes Treasurer

Harold F. McCormick has resigned the position of treasurer of the International Harvester Corporation and the International Harvester Company of New Jersey. He will continue as one of the vice-presidents and a member of the board of directors, taking the same active interest in the management as heretofore.

As treasurer of both companies, Mr. McCormick is succeeded by Geo. A. Ranney, who has been secretary of both companies for a number of years. Mr. Ranney will also retain the position of secretary.

### Fairbanks-Morse Increase Plant

It is reported that the Fairbanks-Morse Co., of Chicago, have completed plans for the extensive enlargement of their plant at Beloit, Wisconsin. Additions to the existing plant, and new equipment, will involve an expenditure of some 400,000, while the floor space will be increased by 57,000 square feet.

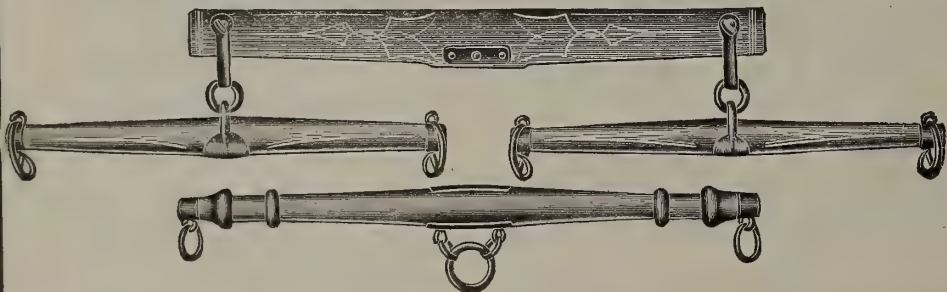
### Auxiliary Binder Power

The use of the binder engine allows the farmer who would under the old conditions buy a 6-foot binder to buy an 8-foot machine, which, with the help of the binder engine, he can handle with only three horses. This means that the farmer increases the capacity of his binder by 33 per cent., and results in labor-saving and economy in cutting his crop, using only three horses instead of five. In this argument the dealer in binders and binder engines should see something to his advantage.

### In the Wrong Stall

Defendant (in a loud voice)—Justice! Justice! I demand justice!  
Judge—Silence! The defendant will please remember that he is in a courtroom.

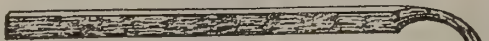
## Ackland's Wood Goods Can't be Beaten



### Patent Wagon End Gates

Best quality stock, well finished and ironed. Made in 12, 14 and 16-inch sizes. Get our special dealer's offer on these.

### Bent Oak Plow Handles



Made in all sizes of specially selected stock. A profitable specialty for every implement dealer to handle. We can quote you a very attractive price on these handles.



Dealers: Get prices on our ironed wagon single trees, eveners and neck yokes in dozen sets. Supplied oiled or painted and striped. Best selected material, finely finished. We manufacture 3 and 4-horse hitches and 4 and 5-horse plow eveners. Superior quality. Made in the West for Western needs.

OUR LATEST IMPLEMENT SUPPLY CATALOG is at your service. We carry over 600 patterns of bolted and fitted plowshares—none better sold. Ask for our plowshare list. Our mower and reaper knives and heads are money-makers. Special prices on smooth and sickle sections. See Catalog No. 3.

THE  
BEST  
PLACE

**D. Ackland & Son, Limited**

Calgary  
Edmonton



65-68 Higgins Ave.  
Winnipeg

THE  
BEST  
GOODS

**STOVEL**  
COMPANY  
Limited.

the high-class  
Engravers  
WINNIPEG.

PHONE G.1600.





**National Association Convention**

The National Implement and Vehicle Association has named October 18, 19, 20, next, as the dates for their annual convention. The officials in charge selected the Hotel Traymore, one of the largest and best equipped hotels at Atlantic City for headquarters.

**The Salesmanship Congress**

The World's Salesmanship Congress will be held in Detroit, Mich., July 9 to 13 inclusive. The president of the United States, Woodrow Wilson, has been invited to open the congress, and has promised that, barring unforeseen circumstances, he will make the opening address.

The men who have founded this congress, among them Sir Thomas Lipton, Gordon Selfridge, Norval Hawkins and Hugh Chalmers, hold, with thousands of other business experts, that the forces of salesmanship are the forces which have civilized the world.

This great congress bids fair to be the largest gathering of men in a business convention that has

ever been held. It will be a meeting of some of the greatest business minds in the world. It has the moral and financial backing of many of the biggest men in the country, and it will serve to guarantee to salesmen hereafter greater respect and attention than most of them have enjoyed up to date.

**Short Rations in Germany**

Glen Mills, now connected with the sales department of the International Harvester Co. at Columbus, Neb., recently returned from Europe, where for three years he was with the general offices of the harvester company in Berlin, Germany. He reports that some of the restrictions placed upon the people of Germany by the Reichstag are 4 lbs. bread a week, together with allowances of meat on Tuesday and Friday nights only. His camera and private papers were surrendered to the military authorities before he could leave the country.

Mr. Mills reports that the International Harvester factories at

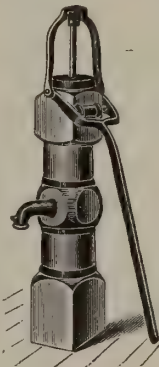
Croix, France, in the war zone, are held by Germany, and have been converted by the Germans into repair shops for big guns, Zeppelins and other military equipment. We wonder if the Teuton only has 4 lbs. of bread per week, how much the Belgian gets during the same period?

**Do Tractors Pack Soil?**

Many charges have been made that tractors—especially the heavier types—injure the soil by packing because of their great weight. The California department of agri-

culture sent questions to 135 farmers as to their opinion on this point. Of that number 101 say that tractors do not pack the soil, nine say that the pressure is injurious, while 22 declare it to be beneficial.

It is estimated that an 8-16 outfit puts only about ten pounds pressure on the soil to each square inch. A 170-pound man wearing a No. 8 shoe puts a pressure of 14 pounds to the square inch on the soil in walking and the pressure of a 1,400-pound horse is from 18 to 33 pounds to the square inch when pulling a load.



## Mr. Dealer

### Cater Can Sell You

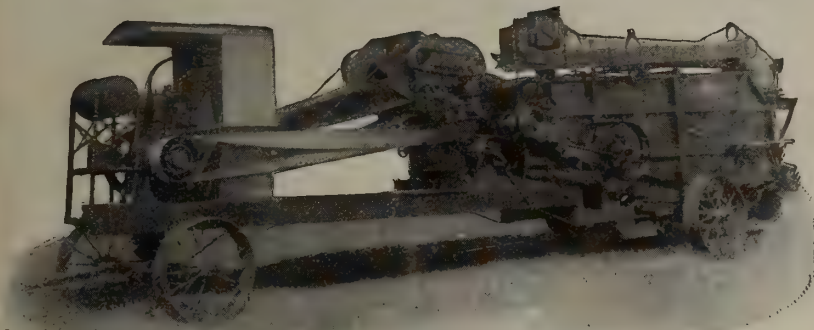
Wood or Iron Pumps cheaper than any one in the West.

Get His Prices Before You Order  
**Brandon Pump & Windmill Works**  
**Brandon Man.**



# CUSHMAN Light Weight Engines

## FOR ALL FARM WORK: 4 to 20 H.P.

**CUSHMAN COMBINATION THRESHING OUTFITS**

Every Outfit equipped with the famous Cushman 2-Cylinder Engine

8 h.p. with Straw Carrier and Hand Feeder.

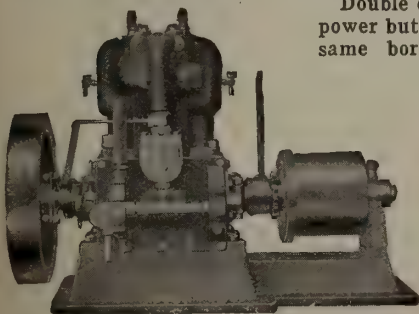
15 h.p. with Straw Carrier and Hand Feeder.

20 h.p. with Wind Stacker and Self Feeder.

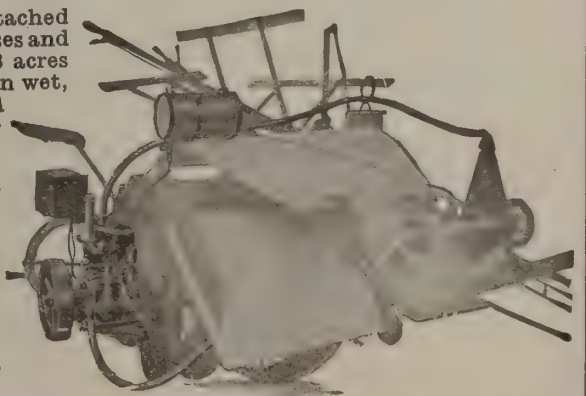
Dealers: Place your orders early for Cushman Combination Threshers. The demand is already very heavy. Be in a position to supply this unequalled individual outfit.

### Sell the 8 H.P. Cushman. Weight 320 Lbs.

Double cylinders mean not only double power but steadier power. Each cylinder same bore and stroke as in 4 H.P. Throttle governed; equipped with Schebler carburetor and friction clutch pulley. The 8 H.P. Cushman is a splendid, powerful engine for heavier work than 4 H.P. can handle, such as heavy grinding, small threshers, etc., or for any power from 3 to 9 H.P. Ask us about the Cushman Agency offer. It will pay you.



Cushman Binder Engines attached to any binder save a team of horses and enable the farmer to cut 6 or 8 acres more a day. Grain can be cut on wet, soft or muddy ground, and whether upright, fallen, wet or dry. Saves horse flesh and eliminates wear and tear on the binder. Costs only 80 cents daily to operate. And the same engine is ideal for all purposes the year around, giving steady, reliable and adaptable power. Set one up on a binder and demonstrate it alongside a Cushman Combination Thresher—you can easily sell the two machines at one time. Place your orders early.

**CUSHMAN BINDER ENGINES**

The 4 H.P. Cushman (weight 167 lbs.) is the one practical binder engine. This will be another big year for Cushman Binder Engines. No farmer can take chances on losing his wheat crop—at the prices that will prevail. Ask for territory NOW.

# CUSHMAN MOTOR WORKS OF CANADA, LIMITED

289 Princess Street, Winnipeg, Man. Distributing Warehouses: Toronto, Ont. and London, Ont.

Builders of High Grade, Light Weight, High Power Engines for General Purpose Farm Work

Exclusive Selling Agents for: Langdon Ideal Self Feeders—Fanning Mills—Smut and Pickling Machines—Vacuum Washing Machines—Lincoln Grinders—Lincoln Saws—Incubators—Universal Hoists—Portable Grain Elevators—Wagner Hardware Specialties—Mountaineer and Little Giant Neck Yoke Centres



### The Farm Lighting Plant

Among the up-to-date machinery and methods of the farm, the electric light installation is finding a prominent place. Especially during the long winter evenings does the oil lamp and the lantern reveal their danger and inefficiency. Few features on the farm are more useful than the electric light installation; work in the outbuildings is more easily accomplished, greater safety from fire is evident, while in the home the cheery radiance of electric light is a godsend compared with the spluttering oil lamp.

The work of the womenfolk on the farm has always been hard with long hours. When there is an electric light plant installed there are all kinds of conveniences which the housewife can use to lighten her heavy burdens, such as electric washing machine, electric flatirons, electric fan to cool the hot kitchen, electric sewing machine, etc. An electric light plant will gladden the heart of the farm housewife, and that alone will justify its installation.

The cost of an electric light installation is not great, and there are quite a number of good plants for sale by reliable manufacturers, says Farm Machinery. Every farmer and every dealer in farm

implements should at least get the valuable information the manufacturers are sending out free to those who ask for it, as they thereby get fully posted on the subject in advance of the time when they are really ready to purchase such a plant.

To determine the approximate cost of a farm system it is necessary first to decide on the number of lights on the farm. Assuming that there are eight rooms in the farm house, it will have about sixteen lamps; the creamery will have about four lights; there will be ten lamps needed for the two barns and two in the cow shed, making a total of 32 lamps. In average use, there will be current consumption amounting to about 36 lamp hours a day, which the battery must supply. A plant which is rated as being capable to supply 22 lamps for five hours, or 110 lamp hours on one charge of the battery, will be of sufficient size to light the above farm, charging being necessary about twice a week. A plant of this size would cost in the neighborhood of \$300. If the farmer has no engine, a two horse-power engine, which this plant will need, will cost in the neighborhood of \$150. Material needed for wiring, together with fixtures, will cost approximately \$75, making a total installation

cost of \$375 without engine and \$525 with engine.

### Farm Land Values and Wages Paid

For the whole of Canada the average value of farm land held for agricultural purposes, whether improved or unimproved, and including the value of dwelling houses, farms, stables and other farm buildings, is approximately \$39 per acre. Last year the average value was returned as \$38.41. By provinces the averages per acre range from \$22.48 in New Brunswick to about \$125 in British Columbia, the values for the other provinces being as follows: Prince Edward Island, \$37.64; Nova Scotia, \$28; Quebec, \$51.36; Ontario, \$52.49; Manitoba, \$30.36; Saskatchewan, \$24.20 and Alberta \$23.15. In British Columbia the higher average is due to orcharding and fruit growing.

Regarding the wages paid farm help, census and statistics monthly states that in 1915 the average yearly wage, board included, was \$341 for males and \$200 for females, as compared with \$323 and \$189 in 1914. The average monthly wage in Manitoba was, for men and women, \$45.18 and \$27.29; in Saskatchewan, \$42.22 and \$23.81; in Alberta \$44.02 and \$21.25.

### The Necessity for Advertising

No country merchant should evade the fact that he requires to advertise consistently in his local paper. He may not think so, but all the time the mail-order house is sizing up the aggressiveness of the local merchants in his particular community. Witness, for example, the statement recently made by the manager of a large M.O. concern in Toronto. He said:

"We have a bureau whose duty is to read each week the country newspapers. There is not a paper in our entire trade territory we do not get. The bureau looks over these papers and when we find a town where the merchants do not advertise in the local paper, or where advertisers do not change their advertisements regularly, we immediately flood that section with our literature. It always brings results far in excess of the same effort put forth in territory where the local merchants use their local paper."

It's all right being musical, but the implement dealer hones after the notes that are bankable.

The man who is willing to admit he may be in the wrong generally isn't.



"It's Good"

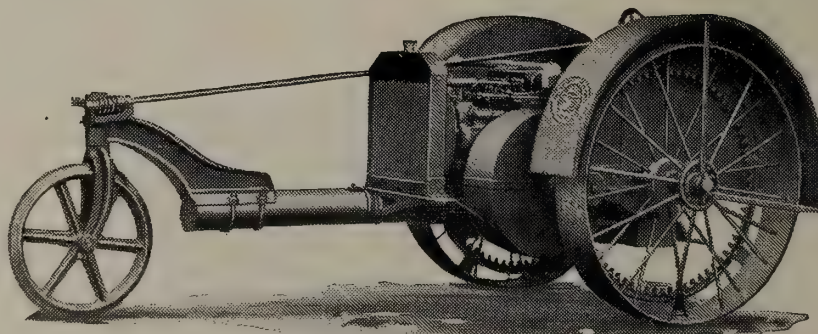
# Happy Farmer Tractor \$795

F.O.B.

## "The Master Farm Power"

WINNIPEG

*A Tractor that Pulls  
Two-Thirds of its Weight  
at the Drawbar;  
88 per cent of its weight  
on the  
Traction Wheels*



We guarantee 1500 lbs. constant drawbar pull.

*Consider  
Price,  
Durability,  
Steel Construction,  
Power,  
Economy,  
Simplicity.*

Recognized as absolutely the best by many leading jobbers who have closed contracts.  
This is a money making proposition for the live jobber or dealer.

LIBERAL DISCOUNTS.

WRITE US FOR FULL INFORMATION.

# J. D. ADSHEAD COMPANY, LIMITED

Canadian Representatives.

WINNIPEG, MAN.



### The Margin on Tractor Sales

It is an interesting point as to just how certain manufacturers of small tractors determine the margin is entitled to in the sale of these machines. This point is discussed by Farm Implement News in an editorial, wherein it is asked by a dealer if it would not be wise for those manufacturers who insist on fixing the retail price to take a few lessons in cost accounting from the retail point of view.

This dealer states that having received a quotation from a manufacturer of small tractors he proceeded to analyse it. This manufacturer advertises a certain retail price to the farmer, making it impossible for the dealer to obtain any higher price, although possibly he could obtain enough to cover the freight as the advertised price is f.o.b. factory. He found that the net price to the dealer leaves the latter a margin of less than 9 per cent. The manufacturer in his letter to the dealer did not call this a margin but a "profit," thereby giving no consideration whatever to the dealer's cost of doing business.

It has been proven from data collected and classified that the lowest cost of doing business in the retail implement trade, as re-

ported by dealers, is 12 per cent. This, of course, means 12 per cent of the selling price; in other words, that the expenses of conducting the business for a year equalled 12 per cent of the gross sales for the same period. This percentage, we repeat, was the lowest reported. The highest was 22 per cent. Taking the percentages as reported by a large number of dealers representing all parts of the Western territory it was found that the average was 17 per cent.

It is obvious that for a dealer whose margin was less than 9 per cent, as in the case mentioned, there would be no profit at all—in fact a loss of over 8 per cent. The dealer whose cost of doing business was only 12 per cent, allowing for all contingencies, would lose over 3 per cent on the sale of the tractor.

The good old army of 10 per cent dealers—the men who figure that 10 per cent of the cost cover the cost of doing business—would actually make just one dollar more than the dealers margin.

It needs no brain to see that the dealer whose expenses equal 17 per cent of his sales must provide for 17 per cent cost of doing business in making his prices. Beyond this he must provide for

the desired percentage of profit. It is obvious, says our contemporary, that dealers who know these things will never become enthusiastic over selling tractors for a manufacturer who fixes the retail price at a figure which affords the dealer an insufficient margin. As our dealer friend puts it: "With 17 per cent cost of doing business, where would I get off on this offer? None for me." To get the dealers' interest the tractor manufacturer must permit them to name the retail price of the machines they sell, or he must determine the dealers' margin after duly considering the dealers' cost of doing business.

### The Real Reason

Sadie was, unlike the majority of modern damsels, opposed to the modern short skirt and long-legged boots of various hues.

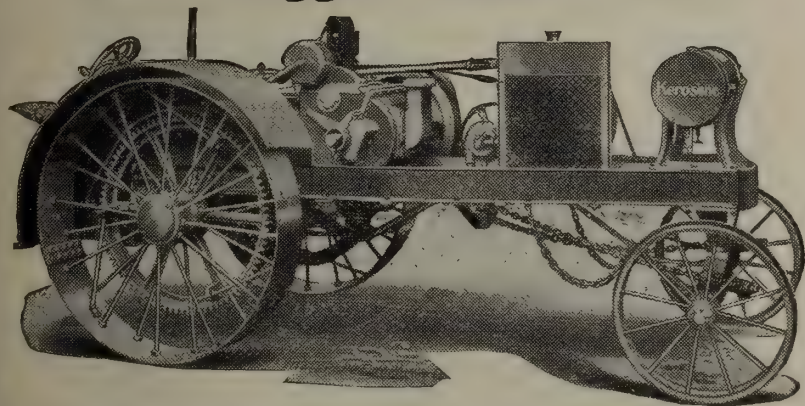
"In the first place," she explained, "I don't like to wear a thing that is second cousin to a Scotch kilt, and in the second place I haven't the necessary credentials from a physical standpoint."



### London "Handy" Concrete Mixer

Pays for itself in fifteen days' use. It mixes any kind of concrete or mortar. Send for catalog No. 1K. London Concrete Machinery Co., Dept. K., London, Ontario. World's Largest Manufacturers of Concrete Machinery.

## "Waterloo Boy" Kerosene Tractor Offers Biggest Dealer Profits



### Handles Three 14-inch Plows

THE WATERLOO BOY pulls three 14-inch plows and has ample belt power for all farm needs. It will save your customers from \$150 to \$200 yearly in fuel cost compared with gasoline burning tractors of equal power. And the Waterloo Boy sells at from \$40 to \$100 less per plow than any other small farm tractor, yet it makes bigger profits for the dealer than any tractor he can sell. Our Inbuilt Kerosene Burner gives perfect combustion and no trouble. You can't sell gasoline tractors with gasoline prices steadily rising. This tractor is essentially built to operate on kerosene—and is the one perfect kerosene-burning machine.

### Write Us To-day for Territory

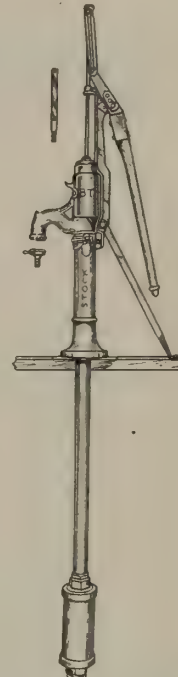
Alberta Representative—H. P. NORTON & CO., Calgary

We Handle: Gas Engines, Grinders, Saws, Electric Light Plants, Hand and Power Washers, Grain Elevators, Pump Jacks, Small Threshers, etc.

**Gasoline Engine & Supply Co. Ltd.**  
104 Princess Street, Winnipeg, Man.

## BT

### Ready to Ship Pumps



Write for our 1916 Pump Catalog. It shows the best well pumps ever made at prices which are astounding in view of the scarcity and high prices of brass, brass castings, the critical labor situation and the general increase in prices in all lines.

We can save you money on your well pump business if you will buy your pumps from us Ready-to-ship. Write us for our proposition.

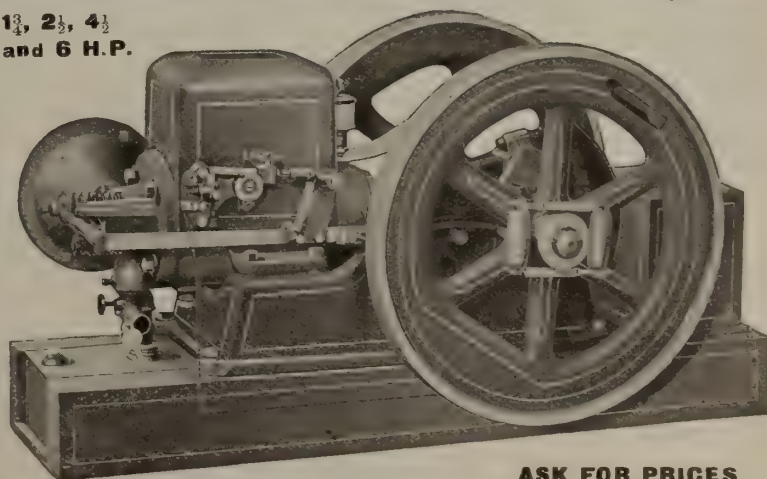
### Get 1916 Catalog

Our 1916 Catalog should be in the hands of every implement man. It is printed in four colors and is a great aid in selling pumps. Write to

**Beatty Bros. Limited**  
G240 Dublin St., Winnipeg, Man.

## Get Busy! Sell "Jumbo" Engines

1½, 2½, 4½  
and 6 H.P.



### ASK FOR PRICES

"Jumbo" Gasoline Engines develop more power on less fuel than any engine sold at the same price. Simple to operate; reliable, durable. Suction feed with needle valve and air regulator; gasoline-kerosene carburetor; make-and-break ignition; battery or magneto. On skids, strong iron sub-base or trucks. Write us Today.

Manufactured by **Nelson Brothers Company** Saginaw, Mich., U.S.A.  
Western Canadian Jobbers  
**Tudhope-Anderson Co. Limited**  
Winnipeg Regina Saskatoon Calgary



## The Effect of Unity

It has been, as it were, the "divine right" of the retailer to criticize those from whom he buys and those to whom he sells. We may be prone to criticize the manufacturer and jobber because they do, or fail to do, things which, from our personal standpoint, are unjust. Yet how often do these things, when properly threshed out and explained, become non-existent so that the aggrieved party wonders what he was sore about.

The vast majority of manufacturers and jobbers to-day are strong believers in association. They prove that by the formation of strong associations in their particular lines. Largely by virtue of the association idea in trade a transformation has taken place in the relationship of manufacturers,

jobbers and retailers. By association we gain a broad spirit of tolerance with the troubles of the other fellow; we form a greater respect for the inalienable trade rights of others. It is assuredly a heartening sign that it is nowadays freely acknowledged that the greatest results for good to all parties concerned are obtained through associative effort in all branches of the trade, wholesale and retail.

In dealing with the manufacturer and jobber in his particular line, the efforts of the retailer can be made more concentrated, more satisfactory and undeniably more readily heard, when he speaks through the medium of an organization. Any body of men in a particular calling are bound to have a great many common problems and similar grievances. Is it logical to assume that more attention will be paid to the tribulations of one man or to the united contentions of one thousand men?

Through the entire commercial system it has become evident that matters of vital interest to an entire trade can be infinitely more easily handled through association channels, backed by the force of possibly a widely distributed yet closely united membership. As a body these men are entitled to a respect of their members, if nothing more.

Identical interests are drawing us all closer together, and occasional conferences will materially aid in acquainting each other with difficulties which arise from time to time and which a little careful consideration might smooth away. Every wise implement dealer should therefore realize the value of his trade association, and should give it his support.

### Evolving the Light Tractor

The early efforts in the development of the gas tractor were confined almost exclusively to producing a satisfactory plowing engine. The result was large units, whose range of usefulness was practically limited to plowing large fields of fairly level land. They were quite successful when used for breaking prairie sod, but after the vast tracks of virgin land had been broken up their limitations became apparent, since they were too heavy to be used efficiently on newly plowed fields.

Necessity for a great volume of business and wider adaptability first brought into the field the light weight, low-priced tractor. Early developments only meant

the simplifying and reduction in size of the older models. It soon became apparent that greater reliability with less attention to maintenance and repairs was an absolute necessity.

Tractor designers were quick to see the weaknesses of the earlier small machines, and they immediately turned their attention to the use of better materials, enclosed working parts, and a general refinement of the entire design. The necessity of providing for a greater range of adaptability has resulted in bringing out an almost endless variety of types and combinations all developed with a view to making possible more different kinds of work with the same tractor. In this evolution of detail there has been a great many failures and but few successes.

### Power Consumed by Farm Machinery

The following figures of the horse-power requirements of farm machines may be of some value for reference purposes

½ h.p. will supply energy for a pump of average lift, washing machine, cream separator, churn, buttermaker, grindstone, cider-mill, fanning mill, etc.

1 h.p. will operate all the above, also some makes of milking machines, and some circular saws.

2 h.p. operates all of the above, any type of milking machine, most types of feed cutters, or 6 or 8-in. choppers of certain capacities.

5 h.p. can do almost any operation required on the average farm. Will grind 25 to 40 bushels of feed per hour, or 10 to 12 bushels ear-corn in same time, will drive 30-inch circular saw cutting 50 to 70 cords stove wood in ten hours.

6 h.p. will drive grain separator and will run feed mill grinding 20 bushels corn per hour, also will saw all wood necessary.

7 h.p. will drive an 18-inch separator, a burr mill and a cob crusher and corn sheller grinding from 12 to 15 bus. per hour.

10 h.p. will run 16-inch ensilage cutter and blower, and elevate ensilage into a silo 30 feet high at the rate of 7 tons per hour.

### Power Farming Costs

The farmer, generally speaking, admits the benefits of power farming, but the thought is ever uppermost in his mind that the prime cost of the outfit is too great for all the benefits which it gives. He realizes all the strong features in the tractor; its tireless energy, its long working capacity, its speedy and quick work when time is an invaluable factor.

But the question of price is ever foremost in his mind, and, as a power farming expert says, he does not realize that his horses represent more than one-half the cost of farming; that it takes the product of five average acres to supply the annual feed for one horse; that, according to government reports, it takes the production of 3 acres in hay, oats and other feed to feed six horses the average quarter section farm. According to figures from U.S. Department of Agriculture, in the year 1914 the cost of horse per head, on the basis of actual tests, was \$129.23, including all charges.

Four head of horses, at an actual total cost of 5 cents per hour, or \$5 in ten hours, will turn with the ordinary gang plow four acres a day. With an eight foot disk harrow fifteen acres can be covered. With the same four-horse team thirty acres can be harrowed, and with an eight-foot binder fifteen acres can be harvested in ten hours.

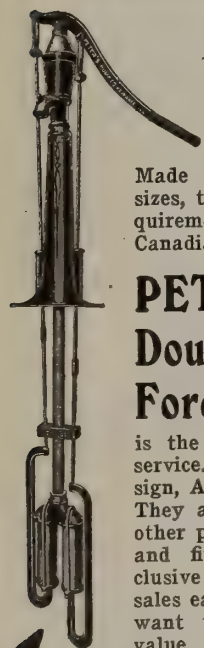
On the other hand, the farmer does not know what a standard kerosene tractor will save him over horses in his field work. An 8-16 horse power kerosene tractor will use in ten hours a maximum of twenty gallons of kerosene at an average cost of \$1.50. Lubricating oil will bring this daily average up to about \$1.85. Adding a liberal amount for upkeep, depreciation, etc., a tractor of this size will cost \$3.75 daily. Operating at a two mile speed it will daily plow 5½ acres with a 14-inch two-furrow gang, and with three bottoms 8½ acres. With two disc harrows and a drag in tandem the same tractor will cover 19.3 acres in ten hours. With three sections of peg tooth harrows it will cover 35 acres in a day, while with an eight-foot binder 20 acres of grain can be cut down.

### The Portable Elevator

The portable elevator is an item which the dealer can profitably handle when one considers the back-breaking scoop work which is dreaded alike by the farmer and his hired men.

This machine is now so constructed that it is adapted to various uses corn, wheat, oats, flax, ashes, or almost any other commodity can be readily handled. Naturally this requires the use of good material, and the best of workmanship must be employed in construction. The amount of work to be done, and consequently the capacity of the machine, should be well considered, and whether the machine will stand the wear and tear of hard usage. They sell in any locality.

## PETERS PUMPS



**Gives More Water  
in Less Time with  
Less Energy**

Made in many styles and sizes, they will meet all requirements of the Western Canadian farmer.

### PETERS' Double Cylinder Force Pump

is the last word in pump service. Unequaled in Design, Action and Durability. They are different from all other pumps in construction and finish, and have exclusive features that make sales easy to customers who want the BEST in pump value.

**Dealers:  
Get Peters' Pump  
Proposition  
for 1916**

Our line is absolutely up-to-date in every respect. Every pump we produce is given special attention. Peter's Pumps are perfectly assembled—they have no "come-back." Sell them and you make satisfied customers.

**A POST CARD WILL BRING  
OUR LATEST CATALOG.**

Manufactured by

*Peters Pump Company, Keokuk, Ill.*

Exclusive Canadian Agents:

**Tudhope Anderson Co., Ltd.**

Winnipeg Regina Saskatoon Calgary

Write Nearest Branch House for  
Particulars.



# "MALTESE CROSS"

## PARAGON Tread Tires



Have you bought those new tires for your car yet? Country roads are drying up and touring time is here. Remember the name:

"PARAGON"

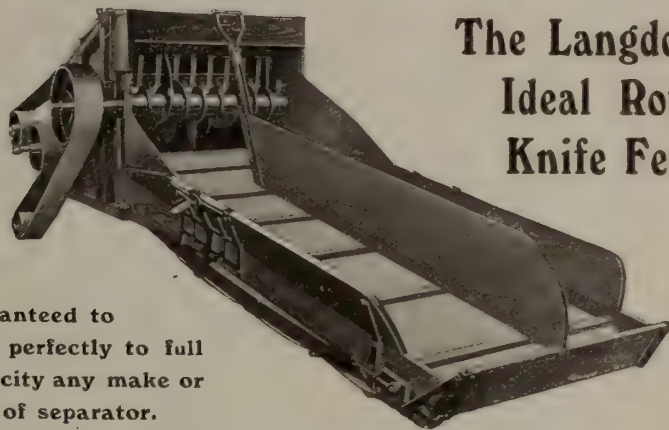
## THE TIRE OF NO REGRETS

**Gutta Percha & Rubber, Limited.**

Fort William   Winnipeg   Regina   Saskatoon  
Calgary and Edmonton

# The Feeder You Have Waited For

The Langdon  
Ideal Rotary  
Knife Feeder



Guaranteed to feed perfectly to full capacity any make or size of separator.

**Dealers: Ask Us About This Business Getter**

The Langdon Ideal Rotary Knife Feeder is the one Feeder that governs according to the condition of the grain. A speed governor, a condition governor and a volume governor all work automatically to feed the grain correctly. The feed is absolutely governed and controlled, starting and stopping the feeder at the proper time. It delivers to the cylinder all the grain it can handle, passing no damp, wet or tangled grain until it has been thoroughly divided and separated. Governs before, not after slugging the cylinder. Pitchers cannot slug or overload the separator, because it gets a fair chance to handle the grain.

Write to-day for Territory and Full Particulars of this famous feeder. We are exclusive selling agents for Western Canada.

**Cushman Motor Works of Canada, Ltd.**

*Builders of light weight, high grade Gasoline Engines for all Farm Power Work*

**289 Princess Street, Winnipeg**

Exclusive selling agents for: Langdon Ideal Self-Feeders—Fanning Mills—Smut and Pickling Machines—Vacuum Washers—Lincoln Grinders—Lincoln Saws—Incubators—Universal Hoists—Portable Grain Elevators—Wagner Hardware Specialties—Mountaineer and Little Giant Neck Yoke Centers.

**Mr. Dealer: Here's Your Chance to Make Your Store Headquarters for Best Trade.**

## PEERLESS Poultry Fencing

Not Mere Poultry Netting



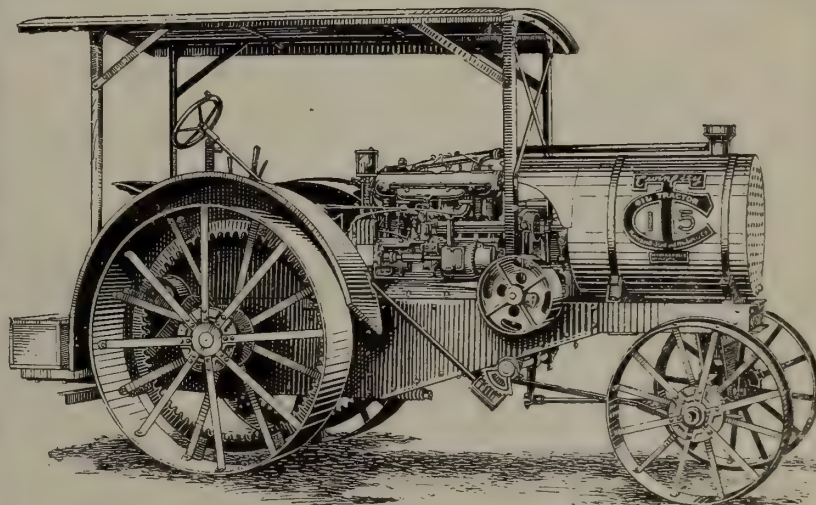
Here is a fence you can sell.

Stands up straight, stretches flat, all wires of even length.

Made of Open Hearth Steel Fence Wire—tough, elastic, springy—will not snap or break under shock or atmospheric changes. Our method of galvanizing prevents rust. Will not flake, chip or peel off. The joints are securely held with the "Peerless Lock" and can be erected on the most uneven ground without buckling, snapping or kinking. The heavy stay wires prevent sagging and require only half as many posts as other fences. Keeps all animals out, confines the smallest chicks, they can't get through.

**Valuable Territory Open to Good Dealers**

We still have many fine openings for good reliable dealers. If you want to be the leading fence dealer in your locality, write at once. Never has there been a better time to sell quality fencing. You can make your store headquarters for the best trade. Don't fail to write and get our Dealer's Proposition. **THE BANWELL-HOXIE WIRE FENCE CO., Ltd.** Winnipeg, Man. Hamilton, Ont.



## TWIN CITY "15"

A SMALL model of the Big Twin City Tractors—Built like our big tractor—4 cylinder heavy duty motor—2 speeds—burns kerosene—pulls 4 plows under ordinary conditions and operates a 24-inch separator with all attachments. Sold at a lower price per horse power than smaller tractors; 15 horse-power on drawbar; 30 horse-power on belt.

Send for catalog and our proposition relative to our tractors. We build 4 sizes, the TWIN CITY "15," "25," "40" and "60" horse power at the drawbar.

**Minneapolis Steel & Machinery Co. of Canada, Limited**

923 LOGAN AVENUE WEST

WINNIPEG



### I.H.C. STATEMENT FOR 1915 Domestic Trade Increases; Dealers Kept Stocks Low.

The annual statement for 1915 of the International Harvester Corporation and the International Harvester Co. of New Jersey, which handles the domestic trade, were made public on May 31.

#### I. H. Co. of New Jersey

The net income from operations before deducting the necessary interest, maintenance and other appropriations, amounted to \$14,186,622, an increase of \$1,980,395 as compared with 1914. When all the necessary deductions are made the net profit for the season of 1915 shows as \$8,576,435, an increase in net profit of \$1,113,204, as compared with the preceding year. Farmers and agents' notes receivable are given as \$21,365,309, showing a decrease in this regard of \$4,286,136 as compared with the year 1914. Bad debts totalling \$598,401 were charged off during 1915.

In his report President McCormick states that despite bountiful crops and high prices, implement dealers, as a rule, pursued a policy of conservatism in ordering their stocks. The inventories at the end of 1915 were \$9,400,000 less than at the close of 1914. This decrease, along with satisfactory collections and a smaller manufacturing output owing to restricted export trade, resulted in largely increased cash balances. Current

liabilities were reduced \$5,100,000 during the year, while capital expenditure was made as low as was commensurate with efficient production in the various factories. The increase in cost of labor and materials necessitated an increase in the selling prices of nearly the entire line. Favorable material contracts will not show the full effect of these increases until production for the season 1917 begins, but an additional increase in the prices of goods for that year will be necessary.

The Employees' Benefit association is in a thriving condition, the 1915 membership being 22,755. Last year the company contributed \$50,000 to this association, while benefits amounting to \$241,145 were allocated for sickness, accident and death provisions.

#### The Harvester Corporation

The income for the 1915 operations of the International Harvester Corporation, before the usual deductions were made, totalled \$6,608,466, a decrease of \$1,721,359 as compared with 1914. No dividends on common stock were declared, the balance of 1915 earnings, after payment of preferred stock dividends, being carried to the contingent reserve—to cover European war losses. An appropriation of \$100,000 for profit sharing is shown. The net profit carried to the reserve shows as \$3,720,141, a decrease of \$1,542,453 compared with the year 1914.

The farmers' and agents' notes receivable amount to \$34,407,177, a decrease of \$8,000,870 as compared with 1914. The total money receivable by the two companies on this item is \$55,772,486, giving an improvement in collections during 1915 for the companies of \$12,287,006, as compared with the year 1914. The net working capital of the corporation at the end of 1915 amounted to \$74,309,801.

Under the heading of inventories, it is shown that in the Canadian works, raw materials, work in progress, finished machines and repair parts were valued at \$2,274,456. The Harvester Corporation, during 1915, exercised great care in extending credit. In Europe the percentage of cash obtained to total sales was 74 per cent. in 1915, as compared with 35 per cent in 1914. Bad debts charged off during 1915 amounted to \$814,434.

#### Profit Sharing Scheme

In order to reward continuous service and to assist employees to become stockholders, a profit-sharing plan was inaugurated on December 23, 1915. Up to March 1, 1916, 6,149 employees, or 78 per cent of all employees on the payroll, had subscribed for profit sharing certificates. The maximum allowed is \$1,000, the average investment by employees being \$260.

#### President's Report

The president of the corporation, Cyrus H. McCormick, states that although exports were restricted, the business during 1915 was better than was anticipated. Collections in all European countries, notwithstanding the war, have been good. The works in Germany and Russia are in operation, but with reduced forces owing to lack of materials. The works in Sweden have been run at full capacity. The works at Croix, France, have not been in operation since August, 1914, and although in the war zone have not been damaged.

Owing to the large crop, Canadian sales showed an increase over 1914, while collections were considered more satisfactory. The small tractors manufactured by the company have been well received, and the plants turning them out are taxed to their capacity. It is impossible to anticipate the extent of future losses which may result from the war in Europe, but the surplus of the company, aggregating twenty million dollars, in addition to reserves, affords a substantial margin of security. The directors voice their appreciation of the loyalty and co-operation displayed throughout the entire organization, and especially commend the efforts of individual officials of the company located in the belligerent countries for the courage, loyalty and ability displayed by them under very trying and difficult conditions.

### Redcliff Rolling Mills Change Hands

The Redcliff Rolling Mills, Redcliff, Alberta, has been purchased by Mr. W. H. McLaws, Calgary, along with other gentlemen interested in the deal. The purchase price is reported to be nearly \$250,000. This well-known concern employs about 200 men, and is working both day and night shifts. Orders are on hand to keep the plant at full capacity for several months, the largest market for the product being British Columbia. This concern has been in operation for some four years, and under the new management will be known as the "Canadian Western Steel Company." It is reported that steps are being taken to double the capacity of the plant.

### The Oil Pull Catalog

The Advance-Rumely Thresher Co., Inc., La Porte, Ind., recently issued a new catalog devoted to the Oil Pull 15-30 and 30-60 tractors. The catalog appears together with several folders giving arguments for the use of kerosene as a tractor fuel. The Rumely machines are so well known that no description is here necessary, but of interest to every tractor dealer should be the details and explanation given in this catalog of the Secor-Higgins method of low grade fuel carburetion. Full data is given in the catalog of the constructional features of the Advance-Rumely machines, detail illustrations, colors scenes and half-tones showing the great adaptability of the tractors. The cover of the catalog is of an unusually attractive design. Interested dealers can obtain these catalogs from the nearest branch house of the company.

### New Racine Threshers

The International Harvester Co. recently issued a catalog of the new Racine line of individual and custom threshers. The smaller size of these machines will interest dealers in whose territories small tractors are being used, since there seems an ever-growing demand for individual threshers among those farmers who already own light tractors. Copies of this catalog can be obtained from the advertising department of the Harvester Company or from the general agencies.

### Romance is Dead

His Wife: "What a lovely evening. It reminds me of that night three years ago when you proposed to me. The moon was full, and—"

Her husband (interrupting): "Yes, and it's a dollar to a dill pickle that I was also full."



It is very easy to understand  
why the dealer can sell

## Christiansen Plow Attachments

Time is money. Our packers  
and harrows save time and  
money, while giving greater  
yields through better tillage.

### DEALERS: INVESTIGATE THIS LINE

In the last six years our plow packer and harrow attachments have shown their superiority over all other makes. Christiansen packer attachments, with interchangeable surface or sub-surface wheels, are indispensable for Summer Fallowing. With them your customers produce a perfect storehouse for moisture and an unequalled weed-slayer.

See the dust-proof, always lubricated axle

Over 20,000 farmers are using Christiansen Harrow attachments. More are in use than all other makes combined.

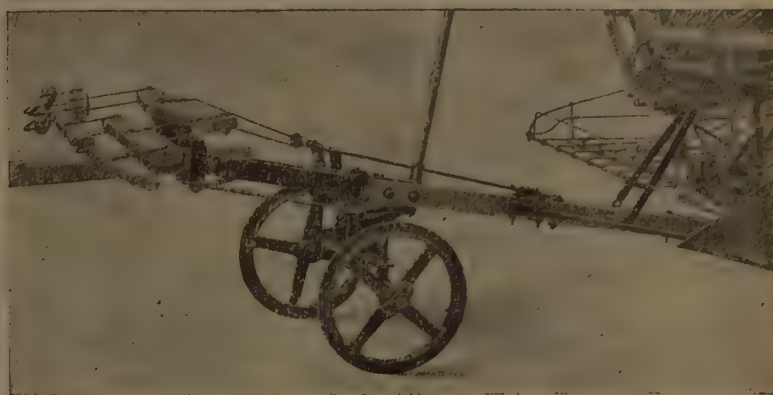
We can show you a demand for these attachments right in your district. Get in line and sell them. They move fast and never come back. We manufacture Boss and Diamond Harrows, Engine Harrows, Plow Attachments, Packers and Harrows and the famous Christiansen Weeder Harrow.

Every Item Guaranteed—Ask for Territory

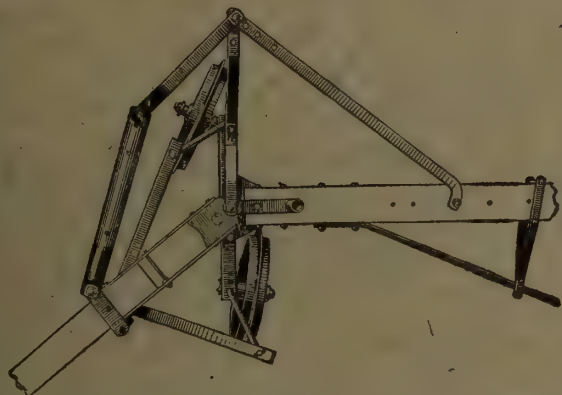
**THE CHRISTIANSEN HARROW WORKS**  
331 Austin Street      Winnipeg, Man.



# Auto Tongue Truck on Deering and McCormick Binders



This  
Illustration  
Shows  
How  
Truck  
Wheels  
turn faster  
Than  
Tongue



## A Gain Worth Making

**W**ITH the new auto tongue truck, Deering and McCormick 8-foot binders cut a full 8-foot swath. That means a quicker, easier harvest, a saving of time when time is worth money. The driver's work is easier, too, on the

straightaway because the horses are not crowded into the standing grain; and at the corners because the binder turns a natural square corner

The wheels of this new auto tongue truck are fitted with removable dust proof bushings equipped with hard oil cups. This construction does away with the expense of buying a new wheel every time a bearing wears out.

The new auto tongue truck is only one of the important improvements on these binders. For instance, compare the wide, strong, deep-lugged steel main wheels with those on other machines; and compare also the arrangement for keeping canvases running true, which makes them last so much longer.

Decidedly these are the binders to sell. Write the nearest branch house for full information about their good features.

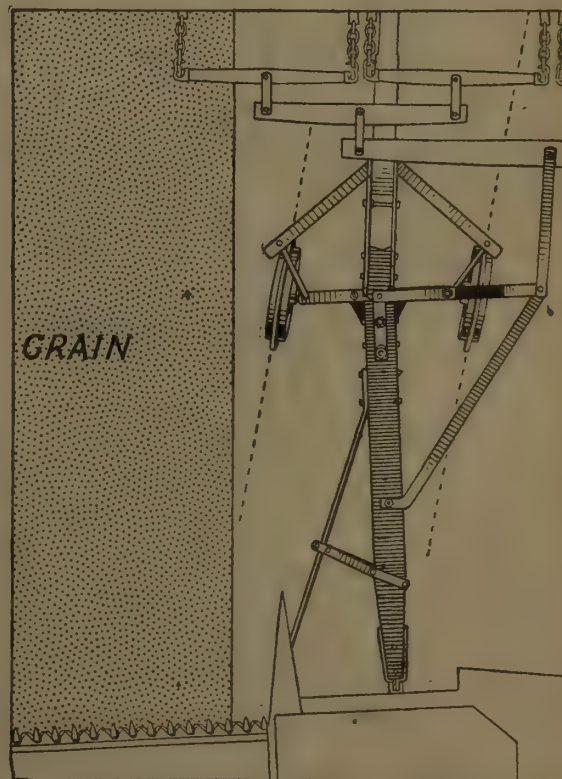
## Self-Steering Feature

**T**HE binder is purposely thrown out of square in this illustration in order to show clearly the steering action of the tongue truck wheels.

When the outer end of a binder platform starts to hang back, it pulls the tongue truck toward the grain.

Any movement of this tongue truck toward the grain turns the truck wheels in the opposite direction and at so great an angle that they automatically steer the binder back to its proper square cutting position, with the horses moving steadily straight ahead.

The binder cuts a full 8-foot swath with less work for both driver and horses.



**International Harvester Company of Canada, Ltd.**

BRANCH HOUSES

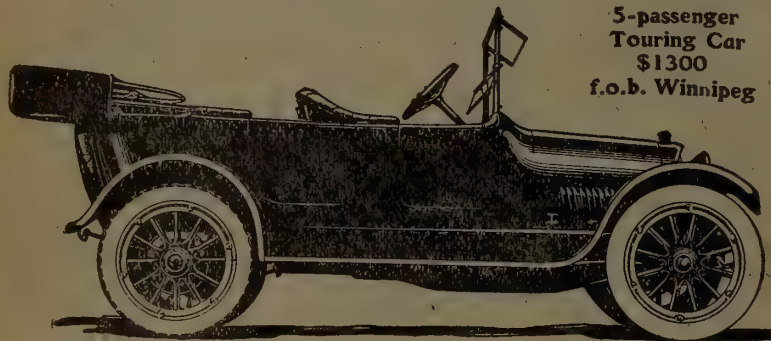
At Brandon, Calgary, Edmonton, Estevan, Hamilton, Lethbridge, London, Montreal, N. Battleford, Ottawa, Quebec, Regina, Saskatoon, St. John, Winnipeg, Yorkton.



## Automobile Economy

**E**CONOMY is the real reason why the cars we handle are the fastest sellers on the market. In buying a car the customer asks first: "Is it economical? Are repairs few? Will it give continued satisfactory service?" With smooth, continuous, positive power—and some to spare—on the minimum supply of gasoline, the qualities of the automobiles we handle are surpassed by no cars sold. They stand supreme in Economy of Maintenance, Gasoline, Tires, Oil, Care, Nerves and Price. They are the:

**REO BRISCOE HUPMOBILE  
CHALMERS GRAY-DORT**



5-passenger  
Touring Car  
\$1300  
f.o.b. Winnipeg

Our cars represent the triumphs of engineers prominently identified with the automobile industry since its inception. They are ideal to use and ideal to sell. Why not write us today for particulars of our agency proposition. It will pay you.

**Joseph Maw & Co., Limited**  
112-118 King Street Winnipeg

## Bull Dog Fanning Mills

**They Fight for Better Seed, Bigger  
Crops and Biggest Profits**

Made in Three Sizes: 24, 32 and 40-inch sieve widths; Capacities 25 to 125 bushels per hour

### DEALERS:

Show your customers how to be independent of seed men and elevators. Help them get highest grain prices. Sell them the Bull Dog.



The 40-inch Power Bull Dog, with Wagon Box Elevator

### SEEDING OVER—BUT GRAIN UNSOLD

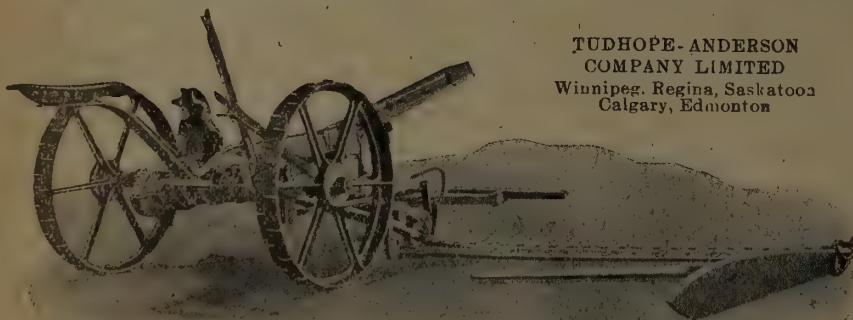
There is a very great percentage of last year's crop still unsold. After the rush of seeding this grain must be marketed. Sell your customers this mill and save them the cleaning charges. Then they'll sell their choice grain at No. 1 prices. Bull Dogs clean oats, wheat, barley, timothy or clover equally well. Automatic feed; 10 to 16 foot elevator; power attachments supplied for 24 and 32-inch mills. Prepare to profit by this business. We have a large supply of mills on hand, and can ship on the shortest notice. We specialize on grain cleaning machinery.

**Twin City Separator Co., Ltd.**

Off Logan Ave. on Quelch Street

Winnipeg, Man.

## Get Ready for the Hay Machinery Trade



TUDHOPE-ANDERSON  
COMPANY LIMITED  
Winnipeg, Regina, Saskatoon  
Calgary, Edmonton

Last year the farmers of Canada had a crop of Hay, Clover and Alfalfa, amounting to 11,215,000 tons. This year that great tonnage will be exceeded. You can sell your customers a mower that cannot be equalled if you handle

### Tudhope-Anderson Mowers

Made in Sizes:

4 ft. 6 in.; 5 ft.; 6 ft.; and 7 ft.

### Let Your Customers See Tudhope-Anderson Mowers and Rakes

TUDHOPE-ANDERSON MOWERS are designed so that they have great reserve power and strength in excess of other machines sold. The POWERFUL MALLEABLE GEARS ensure immense driving power and an entire absence of lost motion. These mowers go straight through the heaviest crop, however badly it may be lodged.

Axles have roller bearings, while the frame is of exceptional strength. By the hinge bar the cutter bar is always kept in perfect alignment with the pitman, making the Tudhope-Anderson the lightest draft mower on the market. Malleable foot latch connected with gear clutch quickly and easily throws mower in and out of gear.

TUDHOPE-ANDERSON SELF DUMP RAKES are built in 10 and 12 foot sizes. The sagless frame is of heavy angle steel strongly braced and trussed. Wheels are fitted with removable malleable Hubs, which can be easily replaced. The teeth on our rakes are made with flat or round points and are of the best selected spring steel. Tudhope-Anderson Rakes dump quickly, the teeth returning to the ground instantly the windrow is passed, leaving the hay intact. Strong guard teeth drive the hay toward the center of rake and keep it out of the wheels. Our rakes are made with combined pole and shafts, so that they can be operated by either one or two horses. Simple, light, strong and easily operated they are machines which appeal to every practical farmer.

*Let us give you other reasons why Tudhope-Anderson Mowers and Rakes mean big sales and profits to the dealer*

**Tudhope-Anderson Co., Limited**

WINNIPEG

REGINA

SASKATOON

CALGARY

EDMONTON



# CANADIAN FARM IMPLEMENTS

VOL. XII., No. 7

WINNIPEG, CANADA, JULY, 1916

SUBSCRIPTION PRICE IN CANADA (Per Year, \$1.00 Per Copy, 10 Cents)



## UNION BANK OF CANADA

Established 1865

HEAD OFFICE WINNIPEG  
Paid-up Capital \$ 5,000,000  
Reserve Fund 3,400,000  
Total Assets, over 90,000,000

Hon. President—SIR WILLIAM PRICE  
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West End Branch, 26 Haymarket, S.W.

Head Office: Winnipeg

This bank, having over 315 branches in Canada, extending from Halifax to Prince Rupert, offers excellent facilities for the transaction of every description of banking business. It has correspondents in all cities of importance throughout Canada, the United States, the Continent of Europe, and the British Colonies. Collections made in all parts of the Dominion, and returns promptly remitted at lowest rates of exchange.

Winnipeg, Main St. Branch; D. M. NEEVE, Mgr. Portage and Garry Branch; F. J. BOULTON, Mgr.

## HAIL FIRE LIVE STOCK INSURANCE

### CARSON & WILLIAMS, BROS., LIMITED

720-726 Union Bank Building Winnipeg

PHONES (Private Exchange) MAIN 6112-3

REPRESENTING

THE LONDON MUTUAL FIRE INSURANCE CO.

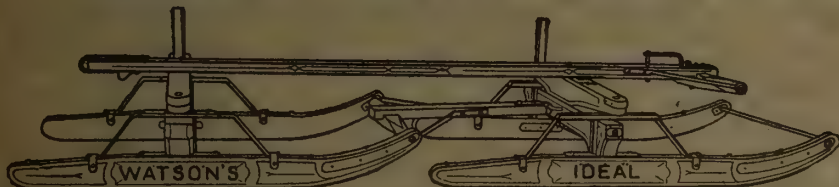
THE MILLER'S NATIONAL INSURANCE CO.

THE CANADA HAIL INSURANCE CO.

THE GENERAL ANIMALS' INSURANCE CO.

APPLICATIONS FOR AGENCIES INVITED

## SELL WATSON'S IDEAL SLEIGHS



**STRONG:** More and heavier steel is used for rods, braces, raves, etc., than on other makes.

**DURABLE:** Only the best seasoned and straight-grained wood is used for runners, benches, poles, etc.

**CAST SHOES:** Of a special patented design of our own, greatly superior to any other.

**WELL FINISHED:** Painting, striping, varnishing done thoroughly and attractively.

**LIGHT RUNNING:** Runners are shaped so that the point of contact is directly under bench. They will ride on top of road. No skidding.

Having patent trussed bench—will not sag or break.

Made in all sizes, Steel or Cast Shoeing. Note our special Trussed Bench—a patented feature on Watson Sleighs. In our Ideal Sleighs we offer the dealer a superior sleigh in design, material, finish and value. Just consider the material: Runners—White Oak; Benches—Grey, Elm or Oak; Poles and Reaches—extra heavy choice White Oak.

We specialize in the manufacture of Farm, Bush and Light Delivery Sleighs. Don't wait until winter, but get in line now for the sleigh trade.

*John Watson Mfg. Co.*

CHAMBERS AND HENRY STREETS, WINNIPEG

JANESVILLE GANG, SULKY AND WALKING PLOWS: REPAIRS FOR ALL MOLINE IMPLEMENTS

## BRADSTREET'S

Established 1849 Capital and Surplus, \$1,500,000

Offices throughout the civilized world. Correspondence invited

Executive Offices:

346 and 348 BROADWAY, NEW YORK CITY, U.S.A.

OFFICES IN CANADA:

Halifax, N.S.; Montreal, Que.; St. John, N.B.; Hamilton, Ont.;  
Ottawa, Ont.; Toronto, Ont.; London, Ont.; Quebec, Que.;  
Calgary, Alta.; Edmonton, Alta.; Vancouver, B.C.

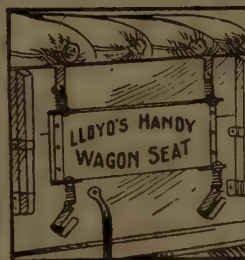
C. G. SCHAFFTER, Supt.

Commercial Travellers' Building, WINNIPEG, Man.

## For Profits and Satisfied Customers

Sell

Lloyd's  
Low-Down  
Spiral Spring  
Wagon Seats



The Wagon Loaded

Sleigh Box Made

Going Home

They are a specialty you can sell without any trouble. Show them and you sell them. Suspended as shown by four coil springs tested to carry 600 lbs. Hang outside box when wagon is loaded. Light in weight, sit low in box giving full control over team. Let us quote you our special price to dealers. There's money in it for you.

Wawanesa Wagon Seat Company

Wawanesa

Manitoba





# Tell your Customers about the Binder that won't fail, and their ears are wide open

Most Binders will cut an easy, standing crop, but the Frost & Wood is the one that goes at a tangled, tumbled crop and pulls a profit off a field that looked like a loss. Why? It has the strength—it has the light draft from many roller bearings. It has the correct design from many years' successful Frost & Wood experience. Has more up-to-date and exclusive features than we can tell about here. Some good points are:

SURE TYING  
SPECIAL ROLLERS  
SURE ELEVATION  
ROLLER BEARINGS

SWIFT CUTTING  
TILTING PLATFORM  
SPECIAL COMPRESSOR  
LIGHT DRAFT

NO CHOKING  
EASY LEVERS  
NO THRESHING  
TESTED MATERIALS

If you don't know about the completeness and well-advertised quality of the big Cockshutt line you are missing many chances of easy sales and good profits. Write to-day for our latest catalogue and special 1916 proposition.

## Cockshutt Plow Company, Limited

Western Branches: Winnipeg Regina Calgary Saskatoon

Distributing Points: Red Deer Lethbridge Edmonton Brandon Portage la Prairie



# CANADIAN FARM IMPLEMENTS

Vol. XII., No. 7

WINNIPEG, CANADA, JULY 1916.

SUBSCRIPTION PRICE IN CANADA { Per Year, \$1 00  
Per Copy, 10c.

## Manitoba Retailers Hold Convention

The second annual convention of the Manitoba Retail Merchant's Association was held during the first week in June, and was in every way a very representative meeting of the retail trade in the province. While the implement trade has its own organizations, it is only by every class of retail business working together for the benefit of the retail trade in the West that we can hope for better conditions. Many of the points brought out at the retail merchants' convention are of as great importance to the implement dealer as to the boot and shoe man, the dry goods merchant or the general store-keeper.

The delegates were welcomed to Winnipeg by Mayor Waugh, while in an address of welcome President J. W. Kelly, of the Winnipeg branch of the association, stated that while conditions which confront city and country retailers may differ widely in many outward aspects, yet the fundamental laws and basic principles of merchandizing are the same for both, and both have to serve the public honestly.

"We must work together, gentlemen, for our common good," said he. "Better standards of merchandising, the elimination of dishonesty from us, the improvement of trade conditions, the enforcement or repeal of present commercial laws, the placing of new laws upon our statute books where our true interests demand them—these are goals which we must reach side by side in our march towards better things. We are brothers in a common bond, seeking the welfare of the retailers of this province."

The address of Pres. C. F. Rannard, the provincial president, embodied a clear call to the retail merchants of the province to stand together, to co-operate, to seek a higher level of business efficiency, and to render true service. He commented on the coming of prohibition to the province as a thing which will be of benefit to every dealer therein, diverting nearly 10 million dollars a year from that which was worse than human wastage into the channels of legitimate trade, and increasing so-

briety, frugality and efficiency among the purchasing class.

The annual meeting of the Dominion Board of the Retail Merchants Association of Canada will be held in Winnipeg during this month, when efforts will be made to bring about better federal laws in the interests of Canada's retail trade. Some of the reasons why merchants should organize are: to protect their interests, to have proper equalization of taxation, to prevent manufacturers or wholesalers from selling direct, to keep association members posted on any proposed legislation, Dominion and provincial, that will affect retail interests; to encourage buying in the home town, and simplify legislation for the collection of debts, to enlist the co-operation of manufacturers, producers and wholesalers in securing better trade conditions, to enforce and improve the peddlers license system, to claim equity for all and privileges for none, to report delinquent customers, to eliminate "dead-beats," and to form a credit reporting department to act as an information bureau where the rating of every customer may be tabulated.

E. M. Trowern, Toronto, secretary of the Dominion board of the Canadian retail merchants associations, said that they proposed to see that all unfair schemes in trade are abolished, and that the right to conduct business in what are considered legitimate lines is secured. In his experience about 97 per cent of retailers do the decent thing in trade, and only about 3 per cent are looking entirely for the loaves and fishes. That 3 per cent must be brought into line! The importance of the retailer is enormous when we consider that for every dollar invested in manufacture and production there is over \$100 in distribution.

Amongst other suggestions, President Rannard outlined the value of organizing a publicity department, or better still the publication of a monthly journal, also the advisability of organizing an insurance company for the protection of the retail trade of the province.

In his report on the past year's

work of the association, Secretary J. H. Curle showed that the executive had been busy in many lines of effort. During the last session of the legislature, an act for the recovery of small debts was secured. Representations were made to the government that there should be uniformity in taxation as applied to retail merchants in this province regardless of whether the business was done direct with the consumer or through the mails.

In respect to the Workmen's Compensation act, it was shown that retail merchants should not come under the provisions of this act as practically no accidents had happened in connection with retail business, and that it was a gross injustice to require merchants to be liable for insurance premiums which carried no benefit with them.

Many complaints had been received against jobbers who sell direct to consumers, yet who profess to recognize the rights of the retailer. For removing many of these grievances, a joint committee of wholesalers and retailers was formed, and a start has been made. In an address to the retailers C. H. S. Bamford made the doubtful statement that only about six per cent of the total retail business of America was done by mail order concerns, consequently there surely were among the legitimate retail trade of the country constructive commercial thinkers capable of devising plans to combat the mail order or catalogue house. "We all have our ideas regarding the best course to pursue," said he. "My idea is to fight the mail order house with its own methods. First, you must understand what the mail order house is doing and then do it to your own customers first, before the mail order house gets a look in."

"The catalogue house does not wait for blunders in service to bring out apologies or to alienate customers. Their definition of service is a broad one, boiled down it might be said to mean 'Everything that helps to secure and keep the good will of the customer or whatever contributes to

the convenience of the customer."

This speaker gave some very good advices on judicious advertising, speaking on the money wasted on ads in hotel registers, clocks, pool rooms, etc. In local papers goods are often advertised out of season. This was foolish! Seasonable lines only should be advertised and the ads changed in every issue of the newspaper. While the "copy" may be home-made, with careful thought it can be made readable, attractive and business producing.

T. D'Arcy McGee, vice-president of the Canadian Credit Men's Association, trenchantly expounded upon the beneficial relationship of the wholesaler and retailer. He strongly upheld the jobber, insofar as the latter was held to be an unnecessary unit in business as giving no service for the toll he takes.

"I submit," said Mr. McGee, "that the jobber is exactly in the same position to the retailer that the retailer is to the farmer; and if there is no justification for the jobber there is no justification for the retailer; it might as well be direct from the manufacturer to the consumer. The natural course of distribution of merchandising is first, the manufacturer, whose province it is to make the goods; second the jobber or middleman, whose province it is to buy in carload or large quantities, warehousing his merchandise at a convenient central point for distribution; and third, the retailer who serves the consumer over the counter in small parcels and packages. I think the history of the jobber in the west alone would amply justify his existence."

Mr. McGee contended that the wholesaler has spent huge sums in building warehouses in the West; he has highly paid experts in charge of various departments and a large staff to handle and distribute the goods. He has had to act as banker, extending financial assistance in carrying retail merchants over from one year to another during periods of crop failure and financial stringency. "How many small merchants could have existed without the accommodation extended by the jobber



within the past two years?" asked the speaker. The manufacturer has to pay cash for the raw material and labor, and has to sell for cash. When the retailers are all able to put their business on a strictly cash basis no doubt those in good financial circumstances will be able to buy direct, but it is more a popular fancy than a practical idea to eliminate the middleman.

In a very fine address, W. L. Harris, a leading merchant in Minneapolis, showed the value of the community spirit to the retailer. In order to give good service the retailer should be the leading spirit in his community. By so doing, by building a better town and better service, people will prefer to deal with him. Mr. Harris said that this spirit was exemplified in the town of Wheaton, Minn., where a community building had been erected by the town to encourage local trade. A rest-room, hall, billiard-room, eating-room, domestic and commercial courses, and a department where seed testing was carried on were features in this live community centre.

#### The Growth of the Body.

The rapid growth of the Manitoba branch of the Retail Merchants Association has been astounding. It was formed in Winnipeg in Oct. 1913. By June 1915, 336 members had been enrolled, and in April 30, 1916, the city membership alone stood at 421, while the membership for the entire province is 837. Branches have been formed at Portage la Prairie, Transcona, Minnedosa, Souris, Dauphin, Brandon and Elgin.

No, suspicion in business hasn't gone, but it's going.

The respect of his competitor is an attainment every dealer should strive for.

Never get heart failure when it comes to putting the price on the goods you sell.

#### Tractor Plowing at Brandon Fair

In our last issue we gave the rules and regulations connected with the tractor plowing demonstration to be held during the Provincial Exhibition at Brandon, July 17-22. This year it would seem that the Brandon Fair promises to be even better than those of previous years, and we feel assured that the light tractor plowing demonstration will be a notable drawing card, coupled with the invariably fine machinery display inseparable from the exhibition at Brandon.

From the farmers, and possibly the dealers' standpoint, the motor contests held at Winnipeg for some years failed in their object. The details of the score sheets issued were of great use to the engineering fraternity, but for the farmer or dealer were a mass of percentages and figures, technical features and fuel and water consumptions which were, to say the least, confusing. In such a contest the muddled mind of the man interested only from an external standpoint arrived at the conclusion that every entrant had won! Yet, if the contests at Winnipeg did nothing else, they showed clearly what the farmer did not want.

Four fundamental principles are a feature in such a demonstration as we will have at Brandon, and it is a demonstration purely with no strings attached and no awards: (1) the various makes of plows and tractors are shown. (2) They are shown under conditions about which the farmer knows. (3) They are all shown in one field at one time. (4) And every farmer and dealer is his own judge and he can tie a blue ribbon to the tractor or plow which, in his personal opinion, is best.

To see this demonstration should be the effort of every implement dealer. Mark the dates—July 18, 19 and 20—on the calendar, and make a hard try to be there. Why? Because you will

see under actual working conditions tractors of many sizes and designs. You will have an opportunity to examine their construction in the most minute detail, and have an excellent chance for basing comparative values



It is Fair Season in the West, and Implement Dealers are setting out for the Exhibitions.

from ocular demonstration. Such a demonstration is strictly educational. There are no gold medals and no blue ribbons for finishing first or for speed in blackening an acre. There will be tractors of various sizes, some using gasoline, others kerosene or distillate. The arrangement of the demonstrations insures absolute fairness to all, to both large and small; manufacturers will display their machines to equal advantage. From the standpoint of practicability the dealer and farmer will see these machines as they ought to be seen.

Such plowing demonstrations are designed as an aid to the pow-

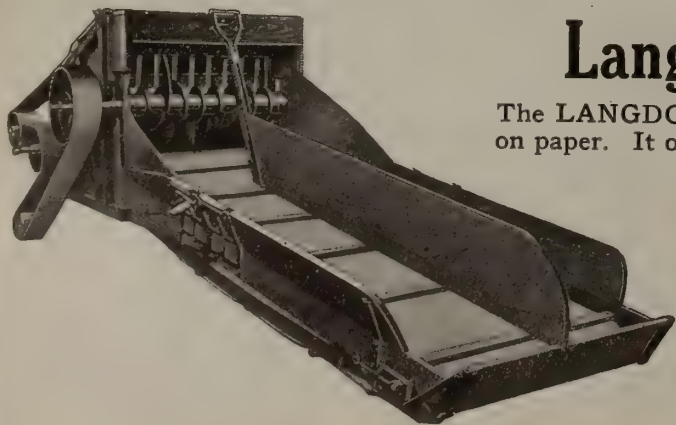
er-farming cause rather than as a stimulant to immediate sales. They teach in a practical manner the possibilities of the light tractor and tractor plow. Any farmer who wants to find refuge from the high cost of horse farming may now find the tractor suited to his needs.

From the standpoint of the engine plow the Brandon demonstration will be of great use to the dealer. He will see the features of many different types of plows, examine at first hand their efficiency and ease of operation. By so doing he is in a position to choose the type of plow best suited to the needs of his territory. Progressive dealers and progressive business farmers everywhere are seeking first hand practical information as to what the light tractor can do in plowing, for they want to know the facts of tractor application to West Canadian farm work. At Brandon Fair they will learn more than by reading many periodicals and publicity pamphlets.

The livestock and other features of the Fair at Brandon are too well known to require enumeration. This year an excellent farm machinery display is promised, where the dealer will get in contact with the latest and best in the various lines. The amusement side of the exhibition, and the horse-racing, will be of a high standard, so that, taken from every standpoint, a visit to Brandon Fair should prove for the dealer an educative profitable and interesting holiday.

#### Keep Ahead

The modern merchant must, beyond everything, keep up to date. In order to do this he must read. And he must read not only books, and newspapers, but must read trade journals connected with his calling. These things are necessary if we are living in 1916, and if we are not living in 1916 we are back numbers. The man who has dropped behind has somebody or



## Langdon Ideal Automatic Self-Feeder

The LANGDON IDEAL backs up every claim made for it, and does it in the field—not just on paper. It operates on the principle of hand feeding, handling the dry, straight bundles very fast, while the wet, tough and tangled ones are delivered more slowly, giving the separator and engine an absolutely uniform and even load at all times. It positively will not slug the cylinder.

Your Customers need the Langdon this year, it is the best possible way to overcome the problem of labor shortage.

OUR AGENCY PROPOSITION WILL INTEREST YOU

MANUFACTURERS:

HART GRAIN WEIGHER CO., Peoria, Illinois, U.S.A.

General  
Distributors:

CUSHMAN MOTOR WORKS OF CANADA, LTD. Winnipeg, Man.



something sitting on him. There is a blind over his eyes and a gag in his mouth. Nobody is below him; he is at the bottom. Looking up he must realize that the only thing coming his way is failure. As a failure he is already a howling success. He has been afraid of himself all his life. Old man opportunity has rapped at his door and gone away because the door was not opened. Read, Keep Ahead, do not get in the rut with the back numbers in business.

### The Adjustment of the Binder

When the dealer shows the farmer how to adjust the binder so as to secure well formed bundles he is rendering the farmer a very real service, for good bundles mean grain saved, more easy handling and better shocks. The adjustment of the reel so that it strikes just below the heads of the standing grain, and just far enough back to cause the grain to fall directly behind the sickle, is an important feature. When the reel is too low the grain is thrown too far back on the platform, and may be carried over and wound around the reel slats.

Ripe grain, especially if heavily bearded, inclines to go up the elevators head first. The result is poor bundles. To overcome this trouble attach a sheet steel strip or leather strap to the outer end of the platform. By this means the heads of the grain are somewhat retarded.

Before sending a binder out, the dealer should make sure that the binding attachment can be shifted easily. A liberal application of kerosene oil and grease to the sliding and rolling parts will insure this result. The bands should be tied about the center of the bundles and if the binding attachment does not shift easily, the farmer would use the butt adjuster to secure this result. When this is done, bundles with a slanting instead of a square end will be made. Bundles made with a slanting end will not stand up well in the shock. The butter should be kept well forward unless extremely short grain is being cut and the binding attachment should be shifted when cutting different lengths of grain. If very short grain is being cut, move the header board in as far as it will go. The board may be removed when cutting long grain.

Twine tension is an important feature. Many farmers increase the tension so as to get tight bundles. By doing so the parts through which the twine passes are often very badly worn. The twine tension should be such as to let the twine play through freely without wrapping around the ty-

ing mechanism. The trip spring should be adjusted to make either tight or loose bundles.

When cutting light grain the deck cover should be lowered. This causes the grain to work down better. This adjustment is made where the lower end of deck cover is attached to the knottor frame. Side draft in excess often comes from the cutting apparatus. The sickle must register, while the ledger plates which are in the guards, should be free from nicks. There should be a small amount of clearance between the sickle sections and the clips. An adjustment is usually provided on the inner end of counter-shaft for keeping the large bevel gear on the counter-shaft and the crank bevel pinion properly in mesh.

Breaking slats or creeping canvases indicate that the rollers are not at right angles with the

guide—or that the elevator is out of square. Binders are provided with brackets and brace rods to rectify this trouble. Tight canvases may increase draft. The canvases should be put on so that the buckles lead or run ahead of the straps. Tight chains may also unnecessarily increase the draft of the machine. Never send out a binder with the large end of the closed link drive chain ahead. Some attention to these fundamental adjustments in the binder do a great deal towards satisfying the customer and giving the dealer a prestige for service in his territory.

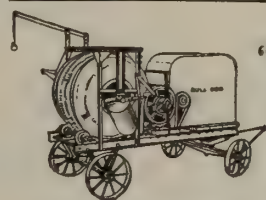
A sale is never a sale until the dealer hefts the mazuma.

A stout heart and a smiling face are maxim guns in the battle for prosperity.

### Gaseous!

The United States Bureau of Census, in giving statistics of the gas industry in that country, states that the output of manufactured gas in 1914 exceeded the 1909 output by 52,894,308,000 cubic feet. Referring to other statistics we find that in the same period the sale of farm machinery and automobiles advanced greatly. Which goes to show that the modern salesman is some gas generator!

Put the "act" in tractor!



**LONDON  
"BULL DOG"  
Batch Mixer**

Pays for itself in 20 days. Built to last a lifetime. Send for catalog No. 1 B. London Concrete Machinery Co., Dept. K, London, Ont.

World's Largest Manufacturers of Concrete Machinery.

## The "LISTER" Ideal Thresher

== SETTLES THE QUESTION FOR THE DEALER ==



### Made in Two Sizes: Power Requirements 5 to 12 H.P.

Size of Separator  
24 x 32  
30 x 38

Capacity per Hour (Oats)  
50 to 80 bushels  
70 to 120 bushels

Horse Power Required  
5 to 9  
7 to 12

### THE BEST INDIVIDUAL OUTFIT FOR YOUR CUSTOMERS

The "LISTER" Ideal Combination Thresher is the best dealer proposition on the market. With prevailing grain prices farmers cannot risk the loss of grain due to bad weather, or the delay inseparable from hiring custom threshers. TWO MEN handle the "Lister" outfit with ease. Except in capacity it equals the biggest and best separator made. Supplied with or without truck, bagger, tailing elevator, straw carrier or blower. Six-wheel (PATENTED) truck absolutely eliminates vibration. DEALERS: DON'T DELAY, BUT WRITE FOR TERRITORY NOW.

SEE IT IN OPERATION AT BRANDON EXHIBITION, JULY 17th to 22nd.

**R. A. LISTER & COMPANY, LIMITED**

GALT BUILDING, WINNIPEG, MAN.

ST. JOHN, N.B.

TORONTO

QUEBEC





## A New Road To The Separator Trade

Break out of the rut. If you have been getting only a part of the separator sales in your territory, let us help you roll up a record to be proud of.

The Sharples Suction-feed Separator opens an entirely new road to separator business. A new kind of separator has come into the world that brings the farmer a nice new profit. *It saves the cream he is now losing through slow turning.*

Experiment stations and other investigators have established the fact that 19 out of 20 hand separators are turned below speed much of the time—and that they lose cream every time it happens. Every old-style separator has a constant inflow and when the speed drops, a good deal of cream skips away with the skim-milk. The

### SHARPLES SUCTION-FEED CREAM SEPARATOR

gets all the cream at greatly varying speeds, high or low. The milk intake is automatically controlled by the separating force—never too much, never too little for perfect skimming. It will save from \$2.40 to \$12 a cow every year for your farmer friends, and it will deliver cream of even quality day after day although the speed may vary widely.

The new Sharples has many other important and exclusive advantages. The tubular bowl is a favorite with the women because it's so easy to clean—no discs to wash.

We not only point out the new road to increased separator sales, but we are making it wide, smooth, and easy to travel. Inquiries are coming to us daily from every section. The demand for this money-saving new suction-feed separator is steadily growing. Now is the time for you to act.

Our new contract is liberal and Sharples co-operation should make separator selling easy. Write today for our book, "*Velvet*" for *Dairymen*, and the new 1916 contract. Get into the right road—now.



## The Sharples Separator Co.

Also Sharples Milkers and Gasoline Engines

West Chester - - - Pennsylvania

Chicago San Francisco Portland Toronto

### Profit and the Separator

As a rule, unless home-made butter can be sold at an average price of 25 cents or more, the year around the income will be more if the cream is sold. At an average of 25 cents the income will be about the same but a large amount of work will be saved by selling the cream. If the farmer does not own a cream separator he should be pressed to purchase one if 4 cows or more are milked. A machine will more than pay for itself within a year when 10 cows are kept by the additional butter saved. Four cows with a separator will make as much butter as five of the same grade without a separator. The fifth one represents the loss in butterfat in the skim-milk.

### The Gas Engine and Dairying

Less than twenty-five years ago dairying was regarded as a side issue and along side with the noble hen, it was looked down upon as a non-profitable undertaking and as a nasty attachment which had to be dragged along as a necessary evil in the routine work on the farm.

There were the milk pans, the crocks and the old churn and our mothers and sisters had their

hands full in order to keep them clean. The butter usually went to market in bulk, the grocery merchant became the victim who as a rule dumped the whole receipts from his various customers in a greasy barrel where it usually went through a decomposition process before it reached its point of destination and where it resembled axle grease more than anything else, making it necessary to improve the taste and smell by transforming it into another color, etc.

This is a very short and possibly defective description of making and marketing butter before the modern methods were introduced and adopted, changing or revolutionizing it completely. Crocks and milk pans have become useless, the old fashioned butter churns have become a thing of the past and have found their way into the museums.

The cream separator and the small gasoline engine have modernized dairying into a profitable industry in the Canadian West.

Formerly the milk of the cow had to go through a souring process in the pan or crock in order to obtain the cream. Now the fresh warm milk from "Bossy" immediately runs through the cream separator and behold, milk and cream are completely separ-

## Provincial Exhibition BRANDON, Man., JULY 17-22 Canada's Greatest Farm Machinery Display



### Light Tractor Plowing Demonstration

The first demonstration of the kind held in Western Canada. Of the greatest interest to every Manufacturer, Wholesaler, Jobber and Dealer. Dozens of different types of plows and tractors in actual operation. Our machinery display section will this year be bigger and better than ever.

### WHERE MACHINE MEN GET TOGETHER

Every unit in the trade, from manufacturer to dealer, can meet customers at Brandon. Splendid livestock exhibits; horse racing; high class vaudeville; the world's greatest lady aviator; new midway attractions; great firework display nightly.

Outside Display Space Free. Nominal charge for inside space.

CHEAP RATES ON ALL RAILWAYS.

A. C. McHAIL,  
President.

W. I. SMALE,  
Secretary and Treasurer.



ated in less time than it takes to tell it. This modern process of butter making is certainly easy in comparison with the process of butter making by ancient methods, and yet there was that infernal crank on the cream separator that somebody had to turn, but here ingenuity suggested pulleys, belts, etc., and the power of the gasoline engine along with the cream separator has become a household necessity. Cranks and handles have been thrown to the junk pile and pulleys and belts have taken their places, etc.

Here we come to the importance of a well balanced and well poised, smooth-running engine, one that will run the cream separator steadily and sweetly. There are engines on the market distinctly not of this type, but there are also engines that are the acme of perfection for dairy purposes. To the dealer in dairy supplies the engines open a road to bigger profits. While in the West the dairy industry may be said to be in its infancy, the farmer has come to realize the immediate cash returns which dairy products bring. The dairy business is growing and expanding year by year, and its expansion steadily increases the demand for the latest and best in dairy supplies and equipment.

### The Profitable Silo

The silo may be said to be the farmer's feed bank. Every farmer who feeds ensilage has increased his profits, in fact many have so increased the production of beef and dairy products on their farms that they have entered the well-to-do class. The present popularity of the silo is nothing compared to that which it will yet attain in the west, and while the implement dealer will find many farmers on his territory who have no silos, many of these men are even now prospective customers for these feed banks.

The silo is a necessity simply because strictly business methods must be employed in the manufacture of beef, pork, mutton, poultry, etc. It is not sufficient that the farmer takes the trouble to fertilize his ground and grow large amounts of food stuff. Business methods demand that these food stuffs be gotten in shape so that maximum live stock gains will result from a minimum amount of feed. Ensilage is a necessity upon every farm where at least two cows and a few pigs are kept. By feeding ensilage the average farmer rapidly develops his live stock business because he is always sure of a supply of highly nutritious feed.

More silos mean to the country more beef, milk, butter. They may not be able to lower prices on

these absolutely, but they will powerfully assist in keeping them where they are, which is the reason why the departments of agriculture and the agricultural press have been consistently preaching the gospel of silos and ensilage.

From your manufacturer get a book on silos, and a silo filler hanger, and other valuable helps. Be a regular storehouse of information on silage and make your store headquarters for silage discussion. You will be the fellow who knows at all times just who is in the market for silo fillers, corn planters, engines, corn harvesters, farm trucks, and everything that goes to make up a real profitable line.

Remember, you have the assistance of the manufacturers at all times. They are ready to help you keep the farmers interested in your goods and your store.

### Luxury or Necessity?

The idea that the farm engine, or gas tractor and the automobile are luxuries, is a mistaken one; they are an absolute necessity. To be sure farmers in years gone by have gotten along without them, but labor was then both plentiful and cheap. To-day, however, labor is scarce and high priced and the increased population makes the use of labor-saving machinery and the tillage of the

largest possible acreage an absolute necessity.

To say that the farm engine is a luxury is to say that the silo is a luxury, or that threshing machines are a luxury, because they have taken the place of hired help, dried corn stalks, the cradle and the flail. Modern machinery is as necessary to the farmer to-day as it is to the manufacturer.

Many men can lie standing.

VISIT THE EXHIBIT OF  
**The George White & Sons Co., Ltd.**  
At Brandon and Regina Exhibitions  
AND BECOME CONVERSANT WITH  
**THE FIRST QUALITY LINE**

**Right Now**  
you need a  
**DE LAVAL**  
CREAM SEPARATOR  
1st - If you are still using some gravity or setting process of creaming -

**DE LAVAL**  
O.K'd by nearly two million

**Give her good silage and she'll give you big PROFITS**  
YOU cannot expect your cows to produce a large flow of milk if you keep them on dry feed. Give them rich, juicy silage during the winter, when dairy products are bringing the best price, and they will give a large steady flow of milk. The farmer who feeds silage gets the biggest profits because he is using the cheapest milk producing feed known.

**The milk in the pail the cow kicks over is lost forever**  
AND the butter-fat that goes into the can through the skim-milk is surely lost as the milk in the pail the cow kicked over is just as or worse - not machine, you are losing money.

**Now is the time you would appreciate an IDEAL GREEN FEED SILO**  
RIGHT now, when dairy products are bringing their highest prices, you would be making an extra good profit from your cows if you were feeding silage. Try fodder and hay cannot produce anywhere near the amount of milk that is produced by feeding rich, juicy silage. Grain is higher in price - too high to leave much profit if you feed a lot of it. But no matter how much you will not get as much milk as you would if you feed silage - much less.

**98% Of the World's Creameries Separate their cream with a DE LAVAL**  
TEN YEARS AGO THERE WERE A DOZEN DIFFERENT MAKES of creamery or factory separators in use. Today over 98 per cent of the world's creameries use De Laval Separators exclusively. IT MEANS A DIFFERENCE OF SEVERAL THOUSAND DOLLARS a year whether a De Laval or some other make of separator is used in a creamery. EXACTLY THE SAME DIFFERENCES EXIST ON A SMALLER scale, in the use of farm separators.

**Alpha Gas Engine**  
This engine will pay for itself quickest  
BECAUSE of its low fuel cost and exceptional freedom from expensive repairs, the Alpha will pay for itself on your farm in the shortest time. You will get greater and quicker returns for the money invested. You may be able to buy an engine for less money than you can an Alpha, but that should not be your chief consideration in selecting an engine. You should always keep in mind the service you will get from the engine. The Alpha will give you as much for as little.

**Prepare Now to Get More Profit from Your Cows**  
Place Your Order at Once for an **Ideal Green Feed Silo**  
Larger milk profits are sure to follow the erection of Green Feed Silo. The best authorities have shown that silage increases milk flow about 25 per cent.

## These advertisements are telling their stories to your customers

IN most of the prominent farm papers in Canada, you will find one or two of these advertisements appearing each week. They are going to the people to whom you sell goods, telling them of the many advantages of the De Laval line of dairy supplies, cream separators, engines, silos, and all other dairy apparatus.

This advertising is creating business. It is making sales easier for the man who sells the De Laval line. It has been truly said that goods well advertised are half sold.

You will find the De Laval line easiest to sell, and therefore the most profitable, because it is well known, and but little effort is required to close the sale. Of course, back of this advertising is the De Laval prestige, built up through many years of satisfactory service to De Laval users.

Don't you think it would pay you to tie your store up to this advertising and get the full benefit of it by putting out the De Laval sign announcing that you are the agent for the De Laval line? Your reputation among the people in your locality, and the reputation of the De Laval Company, will surely make a winning combination that will get the business for you.

We shall be glad to have your application for an agency, and send you a complete description of our various lines.

## De Laval Dairy Supply Company, Ltd.

Largest Manufacturers of Dairy Supplies in Canada

Winnipeg

Vancouver

Montreal

Peterboro



## Concerning the Tractor

In the early days of the thresher industry the thresher business belonged to the implement dealer. The manufacturer employed no salesmen for the dealer did the selling. Owing to competition and the establishment of numerous branch houses, also the employment of travelling staffs, while threshers multiplied in number this once very profitable business for the dealer became less profitable until many dealers did not feel it profitable to engage in the sale of threshing machinery. As the manufacturer tended to employ direct sales methods so the

dealers more and more quit the thresher trade.

But conditions in the thresher trade changed, so that, from the dealer's standpoint, it is believed that the industry is on a better basis. In practically every town you will find at least one dealer who is interested in the sale of threshing machinery. In respect to this trade it can be said that the dealer is quite aware of the possibilities, but since only a few outfits are sold annually, and since a large amount of sales effort and canvassing are necessary, the sale of threshing outfits does not ap-

peal to some dealers. The tractor business to-day is in the process of development, and it is an industry that is going to mean more than any line manufactured—yet it has started as did the thresher business. It is a dealer's proposition if he wants to take it, and a paying one.

Unlike the thresher and the thresher-engine trade, it is not merely a few in each locality who will purchase, but every farmer operating eighty acres or more of land is a possible and a probable prospect for the purchase of a tractor. It means, therefore, that almost every farmer within the territory of a dealer to whom he would expect to sell a plow or a

mower is likely, ultimately, also to be a customer for a tractor. This makes it a staple article of trade and it is the staple articles of trade, those which are in frequent and constant demand, that will afford him a steady and remunerative business. This business belongs to the dealer if he wants it.

The dealer may feel that on account of his possibly limited knowledge concerning the internal combustion engine he is not qualified to take on the sale of tractors. This knowledge is easily acquired, and it is also to the dealer's benefit to absorb it so that he may be fully capable of handling this profitable branch of the trade.

The matter of what tractor or tractors the dealer feels justified in handling must be left to his own judgment—but there is certainly no line more promising for him to get in touch with.

### A Kerosene Tractor

While many dealers have been acquainted with the products of the Waterloo Gasoline Engine Co., Waterloo, Ia., all may not have examined the well known "Waterloo Boy" Kerosene Tractor. The company guarantee this tractor to have a drawbar pull of 12 h.p. with 24 h.p. on the belt.

The two cylinder engine burns kerosene, the special kerosene burner being the secret of the extremely economical upkeep of the Waterloo Boy. Ignition is by high tension magneto, with a force sight feed oiling system. The road speed of the Waterloo Boy is 2 1/4—3 miles per hour, when plowing 2 1/4 miles per hour. As the original kerosene burning tractor, the Waterloo Boy has a great prestige behind it. Its makers claim that it saves from \$165 to \$195 yearly in fuel alone, over any gasoline burning tractor of equal power. The Waterloo Boy is sold in Western Canada by the Gasoline Engine and Supply Co., 104 Princess St., Winnipeg, from whom dealers can obtain full information regarding the tractor and the exceptionally good dealer's commission offered with it.

### Cheap Farm Power

Wherever power is needed by farmers there is a field for tractor sales. Prospective buyers are not clamoring at the dealers' door demanding tractors, but the tractor business is going to be based on the educational work done by dealers. Every tractor a dealer sells will help sell others, that is if the dealer is handling a good light tractor that sells on its



## AVERY TRACTORS AND PLOWS MAKE MONEY FOR THE DEALER

If you want to handle a line that will meet—and beat—all competition, you cannot do better than get the agency for Avery tractors and plows. Avery Tractors are profit-making outfits for both you and your customer. They are made in six sizes:

5-10, 8-16, 12-25, 18-36, 25-50 and 40-80 H.P.

### See Them at Brandon Demonstration

Avery Tractors are ideal for plowing, threshing and all other kinds of belt work. There's a model to fit any size of farm. Their well balanced motors, with renewable inner cylinder walls, produce steady power at all loads, and are equipped with double carburetors to burn either gasoline or kerosene.

Why not let the Avery Tractors make money for you? Their popularity and success, together with the fact that they are sold under a new and up-to-date contract, are making scores of dealers Avery Dealers every month. Write now for new Avery Catalog and Selling Proposition.

Western Canadian Distributors

**CANADIAN AVERY CO., LIMITED**

WINNIPEG AND REGINA

# AVERY



merits and has an economical running cost. For two years the Peoria Tractor, manufactured and sold by the Peoria Tractor Co., Winnipeg, has been on the United States market, and its producers state that the 1916 "Peoria" offers exceptional value and merit as a selling proposition.

Sold at a very reasonable price, this tractor is supplied with kerosene equipment and with an attachment that gives absolute self steering when plowing. The company claim that the 1916 Peoria has extreme simplicity in design, and that its underslung frame insures perfect balance. From the operator's seat the furrow can be easily seen—no small consideration from the plowing standpoint. The pull is transmitted by a floating type of drawbar, so that the tractor is said to have no side draft and to be self-adjusting over uneven soil conditions. The engine is a four cylinder, four cycle vertical motor of heavy and solid design. The Peoria tractor motor is claimed to develop 20 h.p. on the belt pulley. Developing 8 h.p. at the drawbar the tractor has a variation of speed from 1 to 3 miles per hour; 2 1-4 miles per hour can be attained in plowing. A throttling governor, enclosed in an oil bath is a feature

in the design. The company informs us that every Peoria tractor passes a stringent factory test and must deliver its full rated horse power. In manufacturing, each part and piece is thoroughly tested. The company have a very large number of testimonials from satisfied farmers that speak fully of the efficiency in farming operations of the Peoria. Using gasoline, kerosene, naphtha or motor spirits, this tractor seems to have attained a great demand in the United States, and it should prove its worth in the Canadian West. Canadian dealers can obtain full particulars, prices and data regarding this tractor by communicating with the Peoria Tractor Co., Winnipeg, Man.

#### Metal Roofing Lowers Fire Risk

In selling metal roofing and siding material the dealer has a great argument on his side as regards the lowering of the fire risk. As a matter of fact, the shingle roof should be outlawed, both as a matter of expediency and justice, for it makes the careful too much reliable for the sins of the careless.

The shingle roof is blamed for the magnitude of modern fires, and apparently with good reason.

The shingle roof probably spreads a fire on a windy day about as well as could any contrivance which the ingenuity of man is capable of inventing. Once a shingle roof catches, every one of its shingles becomes a brand to carry the fire to other roofs.

The only remarkable thing about Canada's fire loss through shingle roofing is that it is not greater. Even if non-combustible roofing material does cost more originally, it probably pays for itself in a short time if only from an insurance standpoint.

#### The Whole Works

Down in Georgia a negro organization used the ceremonies of a popular white lodge, which went into court for relief. Its lawyer waxed warm in his plea.

He said: "Why, Your Honor, these negroes have got our passwords, our hailing signs, our secret work, our badges and our emblems."

Breathless, he stopped as the judge leaned forward with a smile and remarked: "It would also appear that they have got your goat."

Visit the big fairs and get in line with new goods.

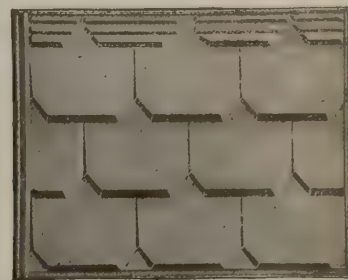
### You Can't Sell a Farmer Implements

If he intends to spend all he can spare on a new barn or house.

### Why not be in a position to sell him a good METALLIC ROOF?

The Famous

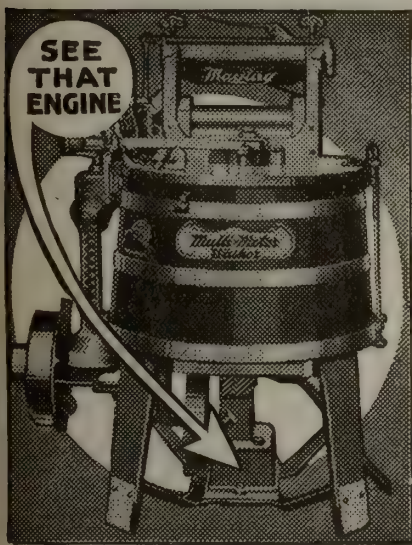
### "EASTLAKE" STEEL SHINGLE



Does not cost DEALERS a cent to secure our Agency and YOU would find this line a pleasant and profitable one.

Worth Looking Into at Least Please Ask For Particulars

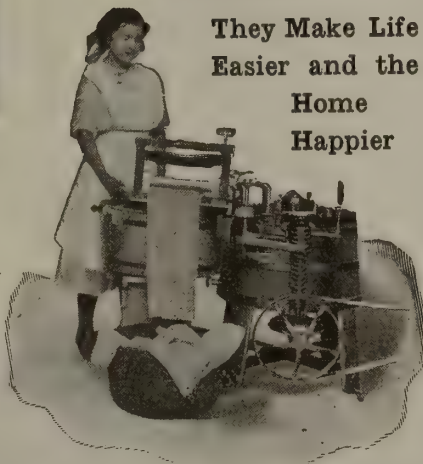
THE  
Metallic Roofing Co. Ltd.  
Manufacturers  
797 NOTRE DAME AVE.,  
WINNIPEG.



If your credit is good with others, write for our Exclusive Agency Proposition.

We have the other 2—the Electric and Hand Machines

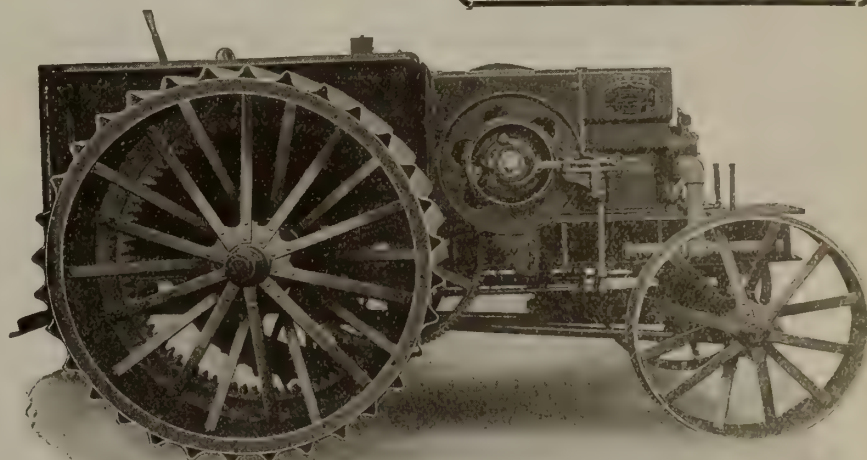
## 2 OUT OF THE 4 Best Washing Machines in the World



They Make Life Easier and the Home Happier

Washing Machines Sell Best during the Summer. We may have some yet---so get busy and write NOW

THE MAYTAG CO., LTD. WINNIPEG



### "IDEAL" Light-weight "15-25" Tractor

The light weight tractor that stands alone in quality. Hopper cooled, opposed cylinder oil engine. Built for service; great reserve power. "Ideal" Gasoline or Oil Tractors are made in 15-25, 18-35 and 25-50 h.p. sizes.

See it Operate at the Brandon Fair

Ask for our DEALER'S PROPOSITION ON THE "IDEAL" LIGHT-WEIGHT



DOUBLE GEARED IDEAL  
BRANTFORD CANADA

Maple  
Leaf Grain  
Grinders

Made in 6, 8, 10, 11, 13 and 15-inch sizes. The 8 and 10 in. are equipped with either flat or concave plates; 11, 13 and 15 in. with flat, removable sectional plates.

#### "Ideal" Pumping Windmills

Double geared. Automatically governed. In 8 to 20 foot sizes.

WE MANUFACTURE: Gas, gasoline or oil engines from 1 1/4 to 60 h.p., Grain Grinders, Saws, Combination Threshers, Windmills, Pumps, Tanks, etc. Get our Agency offer.



GOULD, SHAPLEY & MUIR CO., LIMITED  
Winnipeg Regina Calgary



## Hitching Up to the Trailer Trade

Every implement dealer knows what a trailer is, but there is a certain veil of mystery over the origin of the trailer idea. Not that we don't recall it as a happy memory of the days of our youth. What lad is there who has not at some time hitched his little hand-wagon behind a slow-moving wagon or dray? We vaguely wonder whether the man who first thought of attaching trailers to the modern automobile did not get the idea from that commonest sight on the streets of a city—messenger boys "trailing" behind wagons with their little hand-carts.

But history telleth that the trailer idea is no new thing! It may be that the lordly centurions of ancient Rome first went into the trailer business. At all events we read in our Latin history of how they "dragged the conquered Gauls through Rome, attached to the rear of their chariots."

It may not have been comfortable for the Gauls, but it showed that the idea of dragging anything behind a vehicle is as old as the Eternal Hills.

What implement dealer is there who has not seen a farmer

setting out for his homestead with a disc or a new democrat hitched on behind the wagon. Yet horsepower has its limitations, and in the ordinary wagon or cart you can load only as much as the horse or horses can well handle. The automobile appeared and waxed mighty in quantity in the land. It is a great item in the transporting of mankind on either business or pleasure, but the internal space of the ordinary car is restricted, and if the owner wants to make his automobile a species of delivery truck or burden-bearer, he has either to adapt its body design to suit the needs of the case, or he has to load goods on the top of handsome upholstery, at the same time scratching and damaging the surface finish of the body of the car. This no proud possessor of an auto will willingly do—consequently the automobile trailer was devised to enable the owner of the automobile to make his car a more profitable investment than is now the case.

### The Trailer Arrives

So the trailer appeared in ever increasing numbers. At this writing it is, in Western Canada, a

thing that we still are prone to look after when it passes us in the street. In the United States trailers have become so common that you see hundreds on the streets of any city of decent size. Up-to-date vehicle publications announce a variety of trailers that you would never dream existed. Dozens of firms specialize in their production, and the steady increase in use of those adjuncts to the automobile is perhaps the best indication that the trailer has arrived—made good—and is going to stay!

The implement and vehicle dealer must figure out his chances in this line, because nowadays the man who gets hold of a new thing is the man who is going to glean the profits in that particular line. We need not tell the dealer that he will be the sole unit who will handle the trailer, but he can assuredly make himself the man to whom people will look for trailers in the future. It is extremely probable that garages and auto agencies will boost their annual business by handling this line, but when one considers the great number of implement dealers who handle automobile agencies there can be little doubt that the big end of the trailer trade will pass via the retail implement store route.

### It's a Vehicle Line

During his business career the dealer has been selling vehicles in the shape of buggies, surreys, wagons, etc. He has deplored the development of the automobile as a thing that has damaged the vehicle trade, but now, if he will only get busy, he has an opportunity to actually profit by the number of automobiles in his community and in his territory. Every owner of a pleasure or business automobile is a prospect for a trailer sale; yes, and every individual who has an electric delivery truck as well.

There is a wide and legitimate field for both the horse-drawn vehicle and the gas-propelled ve-

hicle, as many dealers have proved by the fact that they handle both lines. Without insulting the trailer, it may be said that it is a cross between an automobile and a democrat—it is more a wagon than anything else, consequently from its youth up it is consecrated to the sales department of the modern implement business!

As a matter of fact, some models of trailers are susceptible of use with a horse just as well as with a motor to draw them; and, in any event, there ought to be comfort for the dealer in finding that he can now go to his former buggy customer and sell him the 1916 form of wagon, to-wit, a handsome, strong and light-running vehicle which can be hooked on behind the family car to haul stuff to town and groceries or other purchases back to the farm. It ought to afford at least partial recompense for letting some other fellow sell that customer the car in the first place. The dealer incidentally sells the trailer as naturally as he would sell a buggy.

One dealer who has made a remarkable success of selling trailers cannot understand why any dealer should be dubious about starting into the trailer business. As he says:

"The automobile ain't old enough to vote yet, and still they make 'em do a hundred miles an hour without blinkin'. While in a few years the auto has been developed to that pitch, I can't understand why there are some fellow who are dubious and hesitate about a simple little thing like a trailer, which is nothing in the world but a rubber-tired wagon with a few fixings to make it stand motor speed without turning into a self-dumper.

"We took the automobile to our sales-yearning bosoms and now look at us! Making more money than we ever did, by gosh, and selling buggies and wagons, too! And now here comes the trailer, to help the auto owner make a

## ATTENTION! HARDWARE MERCHANTS IMPLEMENT DEALERS AND PUMP MEN



WE are the largest Manufacturers of wood and iron pumps in Western Canada. We carry complete stocks at both Brandon and Calgary for immediate shipment. If you live in Alberta write Calgary; if you live in Manitoba or Saskatchewan write Brandon.

Write us for our new Catalog before you order, or send us a trial order and you will be convinced that you can buy cheaper from us than elsewhere.

**Manitoba Engines, Limited**  
Brandon, Man. and Calgary, Alta.



## DO YOU REALIZE THE FIELD FOR TRAILER SALES?

Every Automobile Owner can find a use for this Economical Investment.

### BULL DOG TRAILERS

In producing the BULL DOG TRAILER, we have designed and built a trailer that will stand any automobile speed and will trail over any road. You can sell them in both town and territory. For the haulage of farm machinery, farm and dairy produce, feed, vegetables; delivering merchandise, carrying hotel baggage, etc., the Bull Dog enhances the value of the automobile. Saves varnish and upholstery and has a capacity of 1000 lbs.

Our method of attaching and detaching the trailer is the simplest that could be devised; can be coupled in a moment. Stock rack can be supplied if desired. Finely finished gear and body. Severe tests have proven the BULL DOG TRAILER to stand any ordinary usage.

**TWIN CITY SEPARATOR COMPANY, LIMITED**  
OFF LOGAN AVE. on QUELCH ST. WINNIPEG, MAN.



Ask for Agency Offer  
and Ask Right NOW.



little money out of his machine and help us make a little money out of the auto owner—it works both ways!”

#### What the Trailer Does

The automobile trailer is the newest big adjunct to farm efficiency. It protects the automobile from the abuse of overloading, scratching, soiling and similar injury, and makes the automobile more efficient by permitting it to do double duty. The trailer has been tried out and found to be practical and necessary for the highest efficiency, and has, therefore, come to stay. There are fifty makes already on the market and hundreds of farmers are investigating and buying.

The trade of the implement dealer in the past had its limitations. The vast majority of his sales were made to the farmer only. He did not sell any great amount of goods to his fellow townsmen. But the trailer has altered that fact. Every storekeeper in the town or village who has an automobile is a live prospect for a trailer. The general store man, the baker, butcher, owner of a well drilling outfit, hardware merchant, feed man—why practically every class of merchant has a use for the trailer. The fellow who runs out to the country to deliver some goods can take back a load of potatoes or truck for his kitchen.

Any man who has to transport goods of reasonable weight can use the trailer with his car—and practically the smallest size of trailer can carry a load of a thousand pounds. It needs no prophet to see what the farmer can do with the trailer. Instead of hitching up a wagon and using a team that could be employed on the land, he loads his milk cans, dairy produce or vegetables on the trailer and gaily motors to town at top speed. With a stock rack affixed to the body of the trailer he can pull in pigs, calves, etc., with the greatest ease.

What the dealer has to consider is the size of the trailer that will suit his locality—it's strength in relation to the local roads. On the latter count he can rest easy, for trailers are made in a wide variety of capacities, of either two or four-wheeled types and strong enough to stand the roughest trail. With roller bearings and springs they glide easily behind the car, tracking easily and going merrily along on their solid rubber tires with the minimum of vibration or bounce. They are made specifically to stand the speed which they will travel at, yet strong enough to take the greatest loads commensurate with their capacity.

From the dealer's personal standpoint the trailer is one of the most

useful things he can possess. Attached to his car it is a moving advertisement—telling the community that he sells trailers. For taking small machines, engines, cream separators, feed grinders, etc., out into his territory the trailer can't be surpassed. Just think of it's possibilities in sending out rush orders for binder twine for which the farmer has phoned, or for sending out repair parts of considerable size. In taking goods out for display throughout one's territory the trailer is hard to beat, leaving room in the body of the car for the driver and his companion who will relish the space formerly occupied by the rather uncomfortable contours of the goods carried.

The majority of the trailers made have different designs of quick hitches for coupling them to the automobile. Other features may be: steering knuckles at the wheels, universal hitches, shock absorbers for starting and stopping suddenly, drop forged axles with ball or roller bearings; design that precludes skidding, sliding, hopping or bounding, well built and capacious body, artillery type wheels, good solid rubber tires, attractive finish and good artistic coloring, possibility of backing the trailer easily—and soon.

It is a good idea for the dealer to get into the sale of any popular line just, and he can be very sure that the use of the automobile trailer in the Canadian West is going to advance by leaps and

bounds. The farmer is by no means a hide-bound conservative, and we have proof sufficient of the way in which he has adapted the automobile to his needs. Is it not reasonable to assume that the farmer will be as ready to adopt this profitable adjunct to his car, and with him the town dweller and suburbanite. The trailer is reasonable in price and as an investment pays big profits on the money expended. There are concerns a-plenty on the market mak-

ing or selling trailers. It is up to the dealer who wants to cut out that "dull season" idea to get in touch with some reliable trailer manufacturer, for he can, this summer, prove to the hilt that the trailer is a boon both to the man who buys it and the man who has it for sale. Why not get into the trailer trade?

The modern miracle would be to see a farmer kiss a middleman. But miracles are absolute.

## A. STANLEY JONES North Battleford SASKATCHEWAN

### The Original Small Threshing Machine.

COMPLETE OUTFIT—8 h.p. Engine, 28 in. Separator  
All Fittings, Belts and Truck with 16 ft. reach . . . . .cash \$670.50  
28 inch Separator alone, all fittings . . . . .cash \$317.00  
24 inch Separator alone, all fittings . . . . .cash \$284.00



MADE IN CANADA

Write for Free Catalog and Time Terms.

FREIGHT PAID IN MAN. AND SASK.

As used by  
NORMAN M. ROSS, Superintendent of the Government Farms, Indian Head.

PAUL GERLACH, Allan, winner of the World's Prize Wheat, 1913.

W. S. SIMPSON, Pambrun, winner of the World's Prize Flax, see prizes in my catalogue.

JOHN ILLINGWORTH, Roeliff, who came within 3/4 of a point of Seager Wheeler in 1914.

Many Improvements, ORDER EARLY; KEROSENE and GASOLINE

General Sales Agents for LA COMPAGNIE DESJARDINS, LTD.

ORDER NOW—My price for cash is the same this year as it was last, and my time price is only 2 per cent more. Other companies have advanced from 10 to 25 per cent. You will notice I publish all my prices plainly in advertising and my catalogue, and do not have two or three prices for the same article.

AGENTS WANTED where not represented. Write for our Special Offer, twice as good as the Ford Car proposition. Use printed letter head when applying for this offer.

## Big Service, Big Value, Low Price!



Capacity :  
Three  
14-inch  
Plows

## WATERLOO BOY KEROSENE TRACTOR

The WATERLOO BOY offers the biggest dealer commission, carries an absolute guarantee and has the lowest selling price. Pulls three 14-inch plows easily, and will operate a 24-inch separator. The tractor trade gravitates to the most efficient machine at a popular price. You cannot afford to experiment. Hitch up with the WATERLOO BOY and stay in the lead.

SEE IT AT BRANDON PLOWING DEMONSTRATION AND REGINA FAIR

It is the one perfect kerosene-burning tractor. Known to the farmer and in active demand. Saves your customers \$150 to \$200 yearly in fuel cost compared with gasoline tractors of equal power. Handle it and increase your sales. We sell gas engines, grinders, saws, electric light plants, hand and power washers, grain elevators, small threshers, etc.

Alberta Representative: H. P. NORTON & CO., Calgary.

**GASOLINE ENGINE & SUPPLY CO., Ltd.,** 104 Princess Street, WINNIPEG, Man.



### The Modern Portable Elevator

Two distinct types of farm elevators exist—the outside and the inside. The inside elevator is more or less a permanent part of the building; the portable elevator can be moved where you wish. The machine can be taken down if necessary when the season is finished and stored so as to make it last longer.

With any considerable acreage of grain there is a rush at threshing time to get around to serve everybody. Every means to save time and labor counts. Filling wagons from the separator—it is important that they are able to dump fast and return. Every dealer is aware that when the grain has to be shovelled by hand a large percentage is scattered and lost. When a farmer can drive up to his own grain elevator, pull the end gate and dump the load to be quickly elevated into the bin by horse or engine power, he can return quickly for another load, saving men, teams and time, which means saving money.

The dealer who appreciates the tiresome, back-breaking labor an elevator saves, appreciates the fact that a load of grain may be taken off in from three to five minutes, who realizes the saving that can be made erecting higher cribs, and

who is in a position to offer his customers suggestions for building the most economical type constructions, and who thoroughly understands the machine he is selling, will find the farm elevator a very profitable line to handle.

The farmer can be advised to handle his grain with a farm elevator, which will ordinarily pay for itself in less than two years' time. For the boy who does not like shovel work—and what boy does?—the elevator is a means of making labor on the farm less tedious. The city lad works in a factory, office, store or shop where modern labor saving machinery and devices are used. Why should not the farm boy have corresponding advantages.

Dealers who are "boosting" elevators are making good profits and good friends for other lines, and any reliable manufacturer is only too glad to co-operate with you in closing sales and furnishing good descriptive catalogues and literature that will interest prospects.

### Hay Press Possibilities

There are not many dealers these days who do not know why farmers should buy hay presses and bale their hay. About the only use for loose hay is to feed it,

whereas baled hay finds a ready market at all times. Baled hay does not spoil. Stacked hay sometimes is damaged to the extent of twenty-five to thirty per cent, besides the damage to the stubble caused by the stack. There are many arguments for baling hay and none against it. Even where a farmer never sells a load of hay, it will pay him to bale it rather than stack it or put it in the barn, because it is easier to handle baled and occupies about one-fifth the space needed by loose hay. Incidentally, feed rations can be made more accurately from the bale than if the hay were loose.

The market for hay presses is scarcely scratched. There is no limit to the ability of the farmers of this country to absorb goods. Occasionally, alarmists will say that the market for one product or another is glutted, but the public keeps on absorbing the goods. It is true that a higher degree of service is being exacted year after year, but this very fact gives the far-seeing dealer his opportunity. Why not familiarize yourself with hay presses? Could you not get into this line and let your territory know it? Like everything else, it is a line that must be developed.

### Canvas Belts Standardized

After consultation with several threshing machine manufacturers, the Canvas Belt Manufacturers' Association have adopted a standardization system of endless threshing belts. Subsequent to October 1, 1916, only the following sizes of endless belts will be carried in stock:

5 in. 4 ply	50 ft. 75 ft. 100 ft.
6 in. 4 ply	50 ft. 75 ft. 100 ft. 125 ft.
7 in. 4 ply	50 ft. 75 ft. 100 ft. 125 ft. 150 ft.
8 in. 4 ply	50 ft. 75 ft. 100 ft. 125 ft. 150 ft.
9 in. 4 ply	150 ft.
7 in. 5 ply	125 ft. 150 ft.
8 in. 5 ply	125 ft. 150 ft. 160 ft.
9 in. 5 ply	150 ft. 160 ft.
8 in. 6 ply	150 ft. 160 ft.
9 in. 6 ply	150 ft. 160 ft.

This action has been made necessary by the constantly increasing variety of sizes and to permit the jobber and dealer, as well as the manufacturer to more promptly supply their trade and to reduce their stock to saleable sizes by the elimination of the sizes that are only occasionally called for. Your co-operation is asked in making this arrangement fully effective.

### A Great Little Washer

For many years past, the mechanical world has striven to produce a faultless  $\frac{1}{4}$  H.P. motor that could be used to operate a washing machine or other light machinery on farms or in homes where electricity was not available. All efforts in this direction were more or less unsuccessful until the advent of the Maytag

Multimotor washer, sold by the Maytag Company, Winnipeg.

The Maytag Multimotor washer has all the desirable features of other washing machines and in addition has a light, powerful, compact little motor mounted right on the frame of the washer. It burns gasoline, kerosene, gas or alcohol. This little engine not only runs the washer and wringer but the makers claim, can also be used to operate the churn, cream separator, sewing machine, grinder, ice cream freezer, pump and other light machinery.

It is bound to fill a long felt want in the home because other heavier types of engines are not adapted, nor are they convenient for the lighter domestic work generally assigned to the women and boys of the household.

### The Value of Nitrogen

Nitrogen is by far the most costly fertiliser on the market. But need the farmer pay away so large a sum of money for sulphate of ammonia, nitrate of soda, etc., when he can take unlimited quantities of nitrogen from the air through the medium of clover and vetch crops? These plants, as every farmer knows, have the power of feeding on the free nitrogen of the atmosphere. They seem to feed on the atmospheric nitrogen in excess of their immediate requirements, for quantities of nitrogen are stored up in small nodules attached to their roots. It is these little nodules of nitrogen left in the soil which enrich it for a following grain crop.

Turnips and other root crops have to an appreciable degree the power of absorbing atmospheric nitrogen, yet it has been found that except where the tops were left and plowed under the soil is no richer in nitrogen. The presence of living plants in the soil seem to prevent the soluble nitrates from being washed out by rain. If no plants are left to fix these nitrates the nitrogen is easily washed away. Phosphate is an essential artificial fertiliser for supplementing ordinary manure, while lime, salt and nitrate of soda also are valuable. The saving and use of liquid manure and its regular application is, however, a great solution to the fertiliser problem.

### In Training

Sadie—"Belle's fiance was called upon to go to the front the day before the ceremony. He cabled Sir Sam Hughes to that effect."

Marie—"Yes; and Sir Sam cabled back: 'Stay at home a month and you'll get used to gas warfare.'"

## The New Improved "TAGGART" PORTABLE GRAIN ELEVATOR



Saves  
Time  
Grain  
and  
Money  
for the  
Farmer

The most economical machine that the dealer can handle. Takes all the back-breaking drudgery away from handling grain. The New Improved "Taggart" gives the greatest efficiency obtainable in grain elevating machinery. Handles 750 bushels per hour with ease, whether at the car or bin. Very reasonable in price.

### GREAT CAPACITY LOW COST

The New Improved "Taggart" is built throughout of the best materials. Every part carefully machined and assembled. Hopper and conveyor are adjustable; flow of grain is regulated by cut-off slide. Worm conveyor, extra large buckets and flexible spout deliver the load at any angle or height up to 21 feet.

Ask for our Liberal Proposition to Dealers. You can sell this Elevator. Get the Agency NOW.

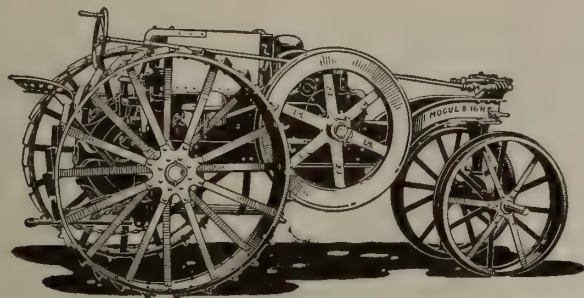
**Cushman Motor Works of Canada, Ltd.**

Builders of light weight, high grade Gasoline Engines for all Farm Power Work  
289 Princess Street, Winnipeg



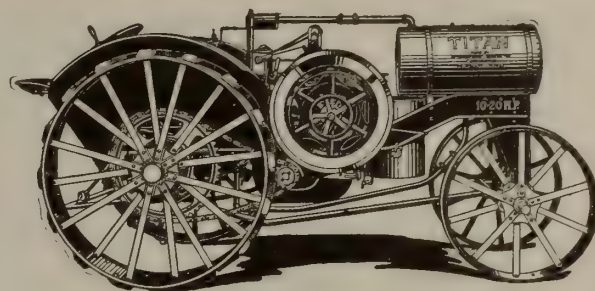
# Real Kerosene Tractors

To be Demonstrated at Brandon Fair, July 18, 19, 20, 1916



MOGUL 8-16

\$950 cash f.o.b. Brandon or Winnipeg



TITAN 10-20

\$1125 cash f.o.b. Brandon or Winnipeg

## WHAT IS A REAL KEROSENE TRACTOR?

**Y**EARS before gasoline touched the 36 cents per gallon mark, we had developed and were selling real kerosene tractors.

Now that gasoline is 100 per cent higher in price than kerosene, and farmers can no longer afford to use gasoline for farm power purposes, many tractors that were gasoline tractors last year are being offered as kerosene tractors.

Our main object at the Brandon Demonstration will be to show Canadian farmers the difference between such tractors and real kerosene tractors.

**MOGUL 8-16** and **TITAN 10-20** are real kerosene tractors. They operate successfully on the cheaper fuel at all loads, and they burn little or no more fuel than the best gasoline tractors.

That is the test of a real kerosene tractor.

Let no man tell you there is no such thing as a successful kerosene tractor. Attend the Brandon Demonstration and see **MOGUL** and **TITAN** tractors operating successfully on kerosene in the field. Then figure out how much you will save your customers in fuel bills by selling them a **MOGUL** or **TITAN** and how quickly the saving so made will pay for their tractor.

## GENERAL USEFULNESS OF LIGHT TRACTORS

**O**NE of the biggest advantages brought by **MOGUL** and **TITAN** light kerosene tractors is this—the farm work can be done with less help. One man with a **MOGUL** or **TITAN** tractor can do most of the heavy field work, doing a better job and getting it done in less time than a number of men with horses.

This is true on small farms as well as on large. One light kerosene tractor on a 160-acre farm, or fleets of two, three or more on larger farms, practically solve the help problem at the times when help is most urgently in demand.

**MOGUL** and **TITAN** tractors are speeded just right for good plowing, but they are not alone plowing machines. They furnish power for all the operations of seed bed preparation, planting, harvesting and hauling grain to market. They are, besides, self-propelling portable engines which pour a steady stream of power along the belt to threshing machines, feed grinders, ensilage cutters, and all the other modern farm machines that require power.

Because they are accurately governed, using only just as much fuel as is required to handle the load, they can be used economically to run machines requiring as little as 4-horse power. **MOGUL** and **TITAN** tractors furnish steady power for any work within their capacity and save money every day they are used.

We shall have a large Machine Exhibit at the Brandon Fair, where Dealers and Farmers interested in the latest developments in modern farm machines will be made heartily welcome.

Make our Exhibit your headquarters while at the Fair.

**INTERNATIONAL HARVESTER COMPANY OF CANADA, LTD.**

At Brandon, Calgary, Edmonton, Estevan, Hamilton, Lethbridge, London, Montreal, N. Battleford, Ottawa, Quebec, Regina, Saskatoon, St. John, Winnipeg, Yorkton



### A Word About Ourselves

We have now been publishing Canadian Farm Implements for eleven and a half years, during which time we have consistently tried to serve the retail, wholesale and manufacturing implement trade in the Canadian west. It is an anomaly of modern advertising that the trade papers of Canada only get about 10 per cent of the total amount spent for advertising in Canada—which may be owing to the fact that many manufacturers do not yet realize the true value of the modern trade journal. With Canadian Farm Implements we can say that the paste-pot has not been mightier than the pen. Monthly we have endeavored to lay before our wide circle of readers—the implement dealers of Canada doing business in that vast territory between the Great Lakes and the coast—all that was latest and most topical in the realm of farm implements and machinery. It is an axiom that the trade journal cannot please everyone, but we have honestly worked for the greatest good of the greatest number, for better conditions in the retail implement business, and for greater efficiency in the buying and selling of goods.

We believe that the retail implement dealer is the straightest and most logical route through which goods can be sold, and to that end we have endeavored to carry in our pages as large a number as possible of the advertisements of the houses who cater to the implement retailer. We believe that dealers appreciate these timely advertisements and articles in connection with farm equipment, and that our advertising pages are frequently of as great interest to them as are the editorial features.

It is unnecessary for us to comment on what we have tried to do for organization among the ranks of the retail implement trade; we only repeat that it is our firm conviction that the greatest essential to better business and better conditions in the trade is through associative effort on the part of our readers. On the whole we feel that no dealer who has consistently followed our pages can deny that his trade journal has been of the greatest practical and educative value to both himself and his business.

We would suggest that the dealer hands over the monthly issues of Canadian Farm Implements to his salesmen when he is through with them. It should give the salesmen greater interest in the trade generally, and the more a man reads about his voca-

tion the wider vision he gets. Additional knowledge will hurt no one, and the reading of a trade paper is more important to the salesman than time spent in analyzing the batting averages.

To publish an implement trade paper, however, costs money. While every industry, including the implement industry, has seen the cost of production increased owing to war conditions, no line of business has been hit so heavily as have newspapers. Some of the advances in price in the printing business may show the dealer what we are driving at: News print has advanced 16 per cent, coated paper 58 per cent; ink 40 per cent; postage 33 1-3 per cent; stationery 25 per cent; press rollers 33 1-3 per cent, and so on. In making illustrations various chemicals and metals are necessary. In this line copper has advanced in price 66 per cent, zinc 400 per cent, copper sulphate 300 per cent, nitric acid 80 per cent—and other engraving necessities in like ratio.

Add in addition to this the advance in wages made necessary by the general increase in the cost of living, and, further, the fact that the war has seriously reduced the advertising business upon which the trade journal has to depend for a very large percentage of its revenue. It will be a considerable time before recovery

can be looked for along this line. Since, for over eleven years we have ungrudgingly given our best efforts to the service of the West Canadian retail implement dealer, we would suggest that those of our subscribers who are in arrears with their annual subscriptions would endeavor to reciprocate by settling their subscription account. Such reciprocity will be tangible proof of the value accorded your trade paper, and will, under business conditions, be welcomed by us. To new readers we would suggest that prepayment of their dollar will ensure their receipt of the paper for the next twelve months. We do our utmost to give ten dollars' worth of value for that dollar, and, notwithstanding increased printing and operating costs we have advanced neither our advertising rates nor our subscription price. Friend Dealer, won't you support the paper that supports your cause?

### Knowing and Selling

It is rarely the case that a farmer purchases a mail order engine if the dealer knows that he is in the market for this class of machine. Given an opportunity to show his engine and explain its advantages, the man is a poor salesman who will let the farmer buy via the M.O. route.

### Steel Trade Conditions

The fact that the Pittsburgh steel mills turned down a million dollars' work of business in one day recently is a remarkable illustration of what is happening on the steel market. The mills simply have so much business on hand that they can't take care of the orders. Implement manufacturers seem by no means anxious to enter the market for 1917 steel contracts, with current quotations at the figures that now obtain. While taking chances of buying in the open as their needs develop, implement manufacturers will have to recollect that in July and August the infinitely larger buyers of steel, the automobile manufacturers, will enter the market seeking steel stocks. These interests buy over a long period and their deliveries will begin to be made in November. This will bring about still another complication for the implement makers to confront.

As a matter of fact, little if any materials has been purchased by the implement makers for their 1917 production. They are sitting back and watching the market, hoping meanwhile that some decline from present high prices will appear before it becomes imperative to buy stock for next year's product. Twenty years ago prices for steel were made every six months. Later annual contract prices came into vogue, a system satisfactory to both buyer and seller until the war set the steel trade topsy-turvy.

The leading steel mills have now decreed that contracts will be placed for six months only. Many implement manufacturing concerns are covered satisfactorily by contracts which do not expire until the end of this year. Few concerns, however, will have any surplus of material stocks beyond that date. The mills have offered implement producers a very high quotation for the first half of 1917, but the price is such that the manufacturers prefer a policy of "watchful waiting." To pay an excessive price, as asked, would mean very great advances in the finished product, while it is even now practically certain that some additional advances in implement prices will be necessary. If material is not to be had at lower prices than are now asked, we may only look for a heavy advance in the prices of implements and machinery. An exchange points out that contracts are made with dealers in fall, winter and early spring. It is customary to make a contract good at fixed prices for the whole year, this at least being the rule with stand-

# CANADIAN FARM IMPLEMENTS

THE OFFICIAL ORGAN OF THE  
INTERPROVINCIAL RETAIL IMPLEMENT DEALERS' ASSOCIATION  
AND  
SASKATCHEWAN RETAIL IMPLEMENT DEALERS' ASSOCIATION

A MONTHLY NEWSPAPER  
DEVOTED TO THE INTERESTS OF DEALERS IN AND MANUFACTURERS OF  
FARM IMPLEMENTS, VEHICLES, ENGINES AND MACHINERY

Established in 1904 and Published Monthly by

**Canadian Farm Implements, Limited**

F. D. BLAKELY, Manager

811-12 CONFEDERATION LIFE BUILDING Telephone Main 518 WINNIPEG, CANADA

### SUBSCRIPTIONS

\$1.00 per year in Canada; Foreign \$1.25 per year.

Single Copies, Ten Cents

### ADVERTISING

RATES MADE KNOWN ON APPLICATION

Change of Advertising Copy should reach this office not later than the 25th of the month preceding issue in which insertion is desired.

### CORRESPONDENCE

Solicited on all matters pertinent to the implement and vehicle trade. As an evidence of good faith, but not necessarily for publication, every correspondent must sign his name. We reserve the right to edit all matter submitted but do not undertake to endorse opinions expressed by correspondents.

Member Western Canada Press Association  
Entered in the Winnipeg Post Office as second class matter

WINNIPEG, CANADA, JULY, 1916.



ard implements. If steel prices cannot be secured on a yearly quotation, then contracts cannot be made with the dealers for the full year. The readjustment and writing of new contracts would involve heavy expense to all concerned.

#### Are Increased Prices Beneficial?

Since increased prices have been in order in the United States an interesting development has been apparent in many sections of the country. Many well posted implement men declare that the increased prices placed upon all kinds of farm implements will, beyond doubt be the means of improving conditions in the implement business. These gentlemen maintain that the increased prices are tending to teach the dealer to curtail credits and to shorten terms. They are learning that the increased prices are giving them an opportunity to receive a fair profit on goods that they handle. While increased prices may be a drastic medicine for the consumer, anything that will tend to curtail credits and shorten terms in the trade can only be regarded as an unmixed blessing. When all is said and done, the dealer, by following such a policy, will find that at the end of the season his sales have been just as heavy while his profits have been greater and his risk less.

#### Power Plowing Demonstrated

There can be no doubt that the tractor plowing demonstration at Brandon will be of immense educational advantage to West Canadian farmers. It will allow the farmer—and also the dealer—to familiarize himself with the work of the different plows and tractors. During the days of the demonstration the visitor will have ample time to satisfy himself as to the practical features of the entries, and of the various types of tractors and power plows on exhibition.

This plowing demonstration will have an added interest, particularly because farmers are awakening to the fact that plowing can be done successfully and economically by tractors and plows made especially for the purpose. Those who are interested in tractors will have an opportunity to study different makes and types.

If a dealer has any leanings toward the tractor trade, he cannot afford to miss seeing these engines at work under field conditions. Another feature is that all the field conditions will be the same. All of the outfits will be plowing at the same depth, so

that the interested party can draw his own conclusions regarding the best type of motor for his individual needs.

A good job of plowing is a good advertisement for the tractor, as well as the plow, so do your part by selling a good tractor plow with every tractor. Save yourself grief at the same time, for many a tractor sold subject to a demonstration has been chased off the farmer's place simply because the plow wouldn't work.

#### When Granting Credit

When you see and know a credit customer has no immediate means and little future prospects of paying you for the implements he is buying from your store, hedge on his credit, and hedge fast.

It may be hard in some instances, but in many more we venture the opinion that it will be one of the best things that ever happened to your customer—the forcing of him upon his own resources instead of yours and obliging him to practice the most stringent domestic economy and hustle in order to exist. Many times we believe it would force shiftlessness into a real good grade of thrift.

#### Business and Crops

The implement industry thrives or the reverse as crops are good or otherwise, a thing that can be said of every line of business in the Canadian West. Crops are a fundamental element in the prosperity of the commercial interests of a country, and shrewd business men always closely watch the development of the crops throughout the planting and growing seasons of the year. Agriculture in the Canadian West was abundantly blessed in 1915, while present prospects indicate that the 1916 crops will be better than even the most optimistic amongst us anticipated.

At the commencement of June the report of the Bureau of Census and Statistics indicated a later spring than usual, with late seeding owing to heavy rains. From the information tabulated, while necessarily incomplete, it is estimated that a total acreage in Canada of about 11,500,000 will be sown to wheat. This is a decrease of 1,500,000, or 11½ per cent before the high record of last year, when nearly 13,000,000 acres were harvested. Even so, it is an increase of 11 2-3 per cent greater than the harvested area of 1914, which was 10,293,900 acres. The entire Canadian acreage seeded to oats in 1916 is about 10,500,000,

a decrease of 850,000 as compared with 1915, but 500,000 greater than the 1914 area. Barley at 1,300,000 is about 200,000 acres less. According to the Northwest Grain Dealers Association, an average yield equal to last year's on the reduced acreage of 1916 would mean a 1916 wheat crop for Western Canada totalling 310 million bushels. In the three prairie provinces the wheat area is nearly 10½ million acres as compared with 11¾ millions in 1915, a 10¾ per cent decrease, but an increase of 12½ per cent over the 9,335,000 acres of 1914.

Farmers generally are very optimistic over the prospects of the crops. While seeding was later, sufficient moisture from the copious rains which we received in June, show every indication in the various grains of a fine yield for the coming season. In Saskatchewan wheat sown on summer fallow made splendid progress, while from ten to twenty-five per cent more summer fallow work is being done this summer than in previous years.

With good weather conditions favoring the farmers of the Canadian West, there is no reason why we should not have a very good crop this year, which, coupled to the record yield of 1915 will do a great deal to better business in the implement trade, as in every other line of effort.

#### Your Insurance Investment

It is almost superfluous to point out at this time the urgent need of insurance against fire in a retail implement store. It is only too well known that the retail field suffers more from fires than any other industry. There is no good reason for this. But it is a positive condition none the less. The natural instinct of self-preservation amplified and enlightened by experience and advanced business policies very naturally suggests insurance as a means of protection against possible ruin. Are you "taking a chance," or are you protected?

#### In Restricting Credit Losses

The dealer's salesman can render his employer valuable aid by close observation which he is in a position to make in his personal visits to and conversation with the customer. There are many bits of information he can obtain which will assist materially in determining the wisdom of accepting or rejecting an order. The salesman should remember that it is more creditable to have his territory clean and free from losses than to accumulate sales in which difficult collections and losses result in diminished profits.

#### Personal

W. Turley has discontinued his harness business at Lemberg.

R. C. Howell has discontinued his implement business at Hughton.

F. A. Lagasse is busy selling goods in his new warehouse at Ponteix.

B. H. Briscoe has commenced a garage and implement stand at Wisetown.

R. Wallace is the name of a new dealer doing business in the town of Dafoe.

J. H. Cull is the name of a dealer who recently commenced operations at Vidora.

Stanley Smith, Assiniboia, has sold his garage and auto agencies to Haslam & Dinner.

A new concern in the town of Govan is known as the Govan Motor and Machine Co.

Fraser & Empson, the implement concern at Letellier, recently registered their partnership.

Young & Templeton is the firm name of a new retail implement concern in the town of Emerson.

Planeto & Stadel, implement dealers at Francis, have dissolved partnership. A. Stadel continues.

James McThail has bought out the implement business at Delisle formerly carried on by J. C. Callin.

James & Baldwin have registered a partnership to carry on a retail implement business at Tilston.

Martin & Code, implement dealers at Eston, have dissolved partnership. E. Martin continues the business.

The firm of McCheane & Crabb, Borden, has been broken up. D. E. Crabb now has sole control of the business.

J. S. Low has assumed control of the implement business at Cupar formerly carried on by Musselman & Co.

Chas. Sproule has taken over the implement business at Bladworth formerly carried on by A. F. Howard.

It is reported that F. J. F. Perry will succeed Curtis & Allan in an implement and oil business at Lacombe.

J. W. Winter & Son, implement and auto agents at Mazenod have sold out their interests to Witzke Bros.

T. Flamin, Earl Grey, has sold out to an implement concern trading under the name of Gross and Rothlander.

A recently opened implement business at Strathclair is controlled by two dealers named Schoenferlen & Weller.



In the Town of Neudorf, Geo. Wanless has taken over the implement stand formerly carried on by Val. Gobel.

Reynolds & Emt, implement dealers at Dinsmore, have dissolved partnership. C. W. Reynolds continues the business.

The implement business at Cupar, formerly owned by F. M. Rink, has been sold out to a dealer named J. S. Lowe.

Turple Bros. have dissolved partnership in their implement business at Hughton. V. H. Turple now has sole control of the stand.

Delisle Bros., in the town of Delisle, have sold their hardware and implement business to a firm who will trade under the name of Pope & Given.

In the town of Kindersley, Adam Straub is a new implement dealer, while the Central Garage is a recently opened automobile agency concern.

John Egan is the name of a new implement dealer in the town of Plato. In the same town William McKay has also opened an implement stand.

G. J. Stewart, formerly connected with the Winnipeg branch of the Massey-Harris Company, has been transferred to the Saskatoon branch of the organization.

R. Mackenzie, western manager of the McLaughlin Motor Car Co., Winnipeg, recently made a trip to the western branches of his company. He reports business as excellent.

N. Grainger has purchased the implement business at Fort Saskatchewan formerly conducted by I. C. McLellan. Formerly Mr. Grainger had charge of the repair department of the J. I. Case T. M. Co., at Edmonton.

Manager A. E. Donovan, of the Cushman Motor Works of Canada, Winnipeg, recently returned to his desk after a trip which took in several of the leading western cities. Mr. Donovan reports business as being excellent.

H. E. Millar, formerly cashier at the Regina branch of the International Harvester Co., has been appointed assistant to Manager Gass. Mr. Millar will also act as branch correspondent to the "Harvester World," the house organ of the company.

M. Thompson, manager at Winnipeg for Beatty Bros., of Fergus, Ont., states that his company will, as in the past, show a full line of their goods on the grounds during the Provincial Exhibition at Brandon. Mr. Thompson reports business as very good.

C. W. Prentice has been promoted from the position of sales-

man to take charge of a block in the Winnipeg territory of the International Harvester Company. O. W. Nantz, formerly assistant cashier at Winnipeg, has been advanced to the position of assistant cashier.

Bert Conway, manufacturers' agent, Regina, called upon us the other day while in Winnipeg on a combined business and pleasure trip. Mr. Conway reports business as excellent, and will make a display of the various lines he handles during the Regina Fair, July 24-29.

We are glad to report that P. MacGregor, manager at Winnipeg for Canada Carriages Ltd., is back to business again after being rather seriously injured in an automobile smash. While he has still to get around on crutches, Mr. MacGregor is right there and on the job.

P. J. Syms, general manager of the Swedish Separator Company, Monadnock Bldg., Chicago, was a recent business visitor to Winnipeg, where he looked into conditions with the John Watson Manufacturing Co., which concern handles "Viking" cream separators. Mr. Syms is greatly impressed by the cream separator sales possibilities of Western Canada.

We were pleased to see George Mathieson, the popular dealer at Craik, who looked in upon us recently while on his way to the East on a brief vacation. Mr. Mathieson is an enthusiastic member of the Saskatchewan Retail Implement Dealers Association, and believes that great good will accrue to the trade through organization. He reports an excellent spring business.

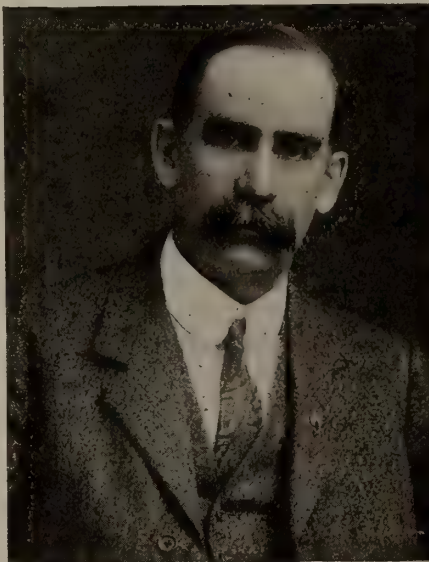
P. J. Grout, the popular manager of the Twin City Separator Company, Winnipeg, recently returned from a holiday which took in the coast cities and a trip to Alaska. Mr. Grout reports a splendid holiday and now feels fit for all the orders for mills, dealers want to fire at him. He will be on hand at Brandon and Regina Fairs with his full line of seed cleaning and grading machinery.

#### Twine Distribution Resumed

In the beginning of June the International Harvester Co., authorized their general agents to renew operations in the sale of binder twine—the prices, terms and deliveries to be the same as those named on March 31 last. It will be remembered that on account of the uncertainty of fibre supply the Harvester Co., on April 8, decided to accept no additional orders for binder twine until further notice.

#### Obituary

We regret to report the death, at Smith Falls, Ont., on June 8, of William J. Litster, for many years connected with the Frost & Wood Company. Starting in 1892, the late Mr. Litster acted as general agent for the Frost & Wood Co., at Winnipeg, a position which he held with distinction until the Frost & Wood sales were taken over by the Cockshutt Plow Co. Mr. Litster then became foreign traveller for the Frost & Wood Co., building up a large trade in



The Late W. J. Litster

Siberia, Russia, Austria-Hungary and other European countries.

On the outbreak of war he escaped from Austria barely in time to evade being interned. At sea he caught a chill in the kidneys which developed into the fell disease that brought about his death at the early age of 56 years. Many dealers will remember his kindly and unassuming personality, and will regret the passing of a type of man who merited the respect of the entire implement business. It is with the most pleasurable recollections that we recall how, in this office, Mr. Litster often sat and related his personal observations on foreign countries and people, for he was a consummate student of human nature and racial characteristics. With his death, a good man, and a good salesman, passed from our midst. He is survived by two brothers and two sisters, while his funeral, to St. James cemetery, Winnipeg, was largely attended by members of the I.O. O.F. and the United Commercial Travellers.

On the morning of June 28 there passed away Lottie B. McKenzie, eldest daughter of Kenneth and Frances R. McKenzie, of Burnside, Man. For six years the late Miss McKenzie was a faithful and highly valued member of the staff of "Canadian Farm Implements" and "Canadian Black-

smith and Woodworker." As well as by the staff of this journal, her bright and amiable personality will be missed by a very large number of our readers with whom she was personally acquainted, who will learn of her death with sincere regret. By all with whom she came in contact she was highly regarded as a splendid type of the modern business woman. The late Miss McKenzie, was known to a wide circle of friends in Winnipeg through her connection as a Sunday school teacher in the St. Andrews congregation, and as a member of the Women's Canadian Club of this city. She belonged to one of Manitoba's oldest and most respected families, being a grand-daughter of the late Kenneth McKenzie, one of the pioneer settlers on Portage Plains, and one of the earliest members of the Manitoba legislature. She leaves to mourn her early death her father, mother and four brothers—Kenneth and Frank, of Burnside, Man., George, of Redvers, Sask., and Trooper Albert A. McKenzie, Lord Strathcona's Horse, England; also a sister, Gladys, of San Francisco, Cal. She was buried in the Burnside cemetery on Friday, June 30, being followed to her last resting place by a large concourse of mourners.

#### The Dealer and the Fair

The modern fair is a very necessary institution for both the dealer and the farmer. It brings the farmer fraternity together to study methods for their own improvement. The exhibits of livestock, poultry, grain and roots give the farmer an incentive to raise better and bigger crops. In the farm machinery sections he sees the latest and most up-to-date models and types of farm machinery so that he may realize the great mechanical aids to farming which are at his disposal.

From the dealer's direction, a holiday at the fair is time and money well spent. He can look into the design and efficiency of many new machines which he has possibly only been acquainted with through the medium of literature and illustrations. These machines are in operation, are being demonstrated so that from the manufacturers' standpoint the fair is a very good type of advertising for his lines. In its many features the modern fair is an institution which is of immense benefit to the agricultural community and to business in our western towns and cities.

If preaching were practicing, this world would be a hummer for business.





## Sturdy and Supreme in the Harvest Field

- 1—Bigger bull and grain wheels that are higher and have wider tires. More traction. Both wheels run on roller bearings—light draft.
- 2—Main frame  $2\frac{1}{2} \times \frac{1}{2}$  inch, 20 per cent stronger than usual. Joints wide lapped and hot riveted. Bearing sockets forged in frame (not "bolted on" brackets) to hold self-aligning bearings.
- 3—Platform is a real job. Bottom one piece sheet steel, riveted to four angle-steel cross sills. Rear sill is angle steel and reinforced full length with wood sill. Strongest platform ever built for a binder.
- 4—Three packers instead of two, a six-point clutch instead of two-point. All wearing parts of the knoter case-hardened. Drop forgings in place of castings.

JOHN DEERE PLOW CO. LIMITED  
WINNIPEG REGINA SASKATOON CALGARY

The John Deere  The Better Binder



## The Individual Threshing Outfit

This is an age of development—and in no line is this more apparent than in the farm machinery industry. For years the custom threshing outfit has been an institution, and thresher manufacturers have been turning out custom outfits. Since the days of the flail the grain farmer has had his crop threshed out by custom threshermen. But in the past year or two the scene has changed!

While the thresher manufacturers have been manufacturing small threshers for a good many years the volume of business done in the small size separators has been nothing to boast about. This was owing to the fact that the farmer seldom had the power with which he could economically operate an individual grain separator.

However, time passed and the gas engine developed apace. The small tractor likewise appeared as a factor in the situation. That which the small thresher wanted for many years had come — a small, economical power unit. We have it in the individual or combination threshing outfit, either in the form of a separator and engine mounted upon the same truck, or

as a small separator operated by the farmer's small tractor.

These individual threshing outfits are made in a variety of sizes, and the sizes of engine and separator manufactured cover a wide range. One of the standard types of small threshers that the manufacturers are now making is the 24x32. Those figures, as anybody identified with the thresher trade knows, mean that the machine has a threshing cylinder 24 inches long that feeds the grain into a large chamber back of it which is 32 inches wide. All separators widen back of the cylinder in this fashion.

Such a machine can be run by any 20 h.p., or 16 h.p., engine, or even an engine of less horse-power. In a ten-hour day a separator 24x32 in size, driven by 20 b.h.p., can thresh from five to seven hundred bushels of wheat and from a thousand to twelve hundred bushels of oats.

Many varieties of outfit are, however, smaller than the size given above and may require considerably lower horse power for their operation. We must look at it in the light that many farmers have a need of power in the form of an engine. When once they

own the engine, the more work they can do with it the more economical it is. An additional expenditure to buy a small separator is justifiable, and it makes them independent of the custom thresherman.

In selling these individual outfits the implement dealer is simply filling a want that has developed, and he has no animus against the custom thresherman. The farmer who possesses a combination outfit cannot only do his own threshing, but he can do it when it ought to be done, and when a large amount of money hangs in the balance every harvest season.

Consider the threshing season of 1915, for instance. How many farmers would have given a great deal to have been able to thresh their own grain without waiting on the thresherman. It was not the fault of the latter. A heavy crop and bad weather had to be contended with. Damp grain must grade poorly, and it is hard to estimate the millions of dollars that are lost to the farmers of America in a season when threshing takes place under adverse circumstances.

To allow the farmer to overcome the delays, inconveniences and loss incurred in connection with the custom system of threshing the individual outfit is of su-

preme importance. As soon as the grain is right it can be threshed, and the best market price can be secured. The threshing can be done either in the field or in the barn, while the regular help of the farmer will be quite adequate in threshing out his crop. With many outfits one man and a helper can easily attend to both the separator and the engine. An ordinary day's custom threshing may cost the farmer fifty dollars or more when the work returned is reckoned, also the board, thresher's charge, extra teams, etc. Further, with the internal combustion outfit, as used on the combination thresher, all danger of fire is eliminated.

Every farmer who works a quarter section or more is a potential prospect for the combination outfit. Of course, the farmer who raises as much or more than five hundred acres of grain should not buy a small thresher. He can afford a large one. In the case of those farmers who grow less than two hundred acres, it would be impractical for them to go to the expense of buying threshers for their own individual use. That does not keep some of them from being combination thresher prospects, however.

### The Small Separator

The majority of concerns who sell combination threshing outfits have been for years manufacturers of engines which are noted for their quality, and it may be said right here that a thoroughly dependable engine is half the battle in selling the individual outfit. The farmer will take no chances on an outfit that is driven by an engine with a shadowy or unknown reputation. As regards the separator, these machines are built in exactly the same manner as the large separators, the only difference being in the size. The 19x30 is possibly the smallest separator adapted to these outfits. Then there is the 20x32, 22x36, 24x32 and the 28x46. When the engine has been started and is running evenly the operator can devote his time to the separator, and right here is where the steady-running trouble-proof engine proves its worth.

## Implement Repair Woods FOR ALL MAKES OF MACHINES

REEL ARMS—

REEL FANS—

CANVAS SLATS—

PITMANS—

BINDER AND MOWER TONGUES—

THE QUALITY IS RIGHT

THE FIT IS RIGHT

THE PRICE IS RIGHT

SEND FOR OUR IMPLEMENT REPAIR CATALOGUE

We Make the Woods ————— We Guarantee the Goods

The  
Best  
Place

**D. Ackland & Son, Limited**

Calgary  
Edmonton



65-68 Higgins Ave.  
Winnipeg

The  
Best  
Goods



**STOVEL CO. LTD.**

WINNIPEG, MANITOBA



It can be readily seen that the farmer who raises about 200 acres or so of grain can in a few years pay for his combination outfit, especially when one considers that for the balance of the year he can use the engine for general purpose work around the farm. Assuming that the custom thrasher receives seven cents a bushel for his work, he gets seventy dollars for every thousand bushels. Forty per cent of this amount will cover the expenses of the thrasher, leaving a margin of profit of \$42 for every thousand bushels threshed. With the combination thrasher the farmer saves this money, without taking into account the possibility of a partial loss of his wheat crop because of late threshing.

And the farmer who possesses one of these outfits can very rapidly make it profitable as an investment by taking care of the crops of his neighbors after he has completed the threshing of his own grain. Again, an outfit may be purchased by two or more farmers in a community.

Looked at from every standpoint the individual thrasher opens a very wide and profitable field for the implement dealer. For the man who has no engine, or the man who has one which he can adapt to a separator, the dealer can offer a small separator or a complete outfit. There are many different types of these combination outfits on the market; the dealer has a wide choice in regard to the line he wishes to handle. All have features of excellence with which he should become acquainted before definitely fixing on an outfit to sell.

#### Mail Order Exhibits at Western Fairs

The modern mail order house is nothing if not progressive. Like an echo, whenever Sears-Roebuck, of Chicago, decided to hold great displays at the various state exhibitions in the United States, Western Canada's leading mail order concern planned to do likewise. It is evident that exhibits of farm implements, harness, pumps, etc.,

are going to be shown at the principal West Canadian Fairs this summer. It is said and truly that competition is the life of trade, and this is possibly why the manufacturers and wholesalers of implements and farm machinery have raised no protest against this step through their various organizations. The manufacturers and wholesalers are, of course, the leading exhibitors at our Western Fairs and could scarcely have been blamed had they raised a protest. From an analytical point of view, we cannot dodge the fact that such exhibits form—like their

catalogs—an excellent advertisement for mail order concerns, yet, looking at it from another standpoint, the manufacturer and wholesaler of standard implements and machines can use these M. O. displays as an excellent illustration of the difference that exists between well made standard machines and the light, jigger-built cheap variety sold by the mail order concern. The farmer will have an opportunity of examining both types at first hand. If price bulks bigger in his vision than quality then he can only expect to get value for the M.O. price.



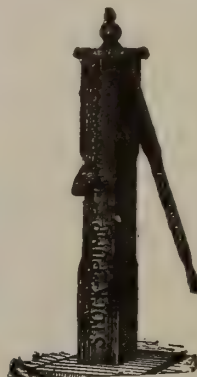
### Mr. Dealer Cater Can Sell You

Wood or Iron Pumps cheaper than  
any one in the West.

Get His Prices Before You Order

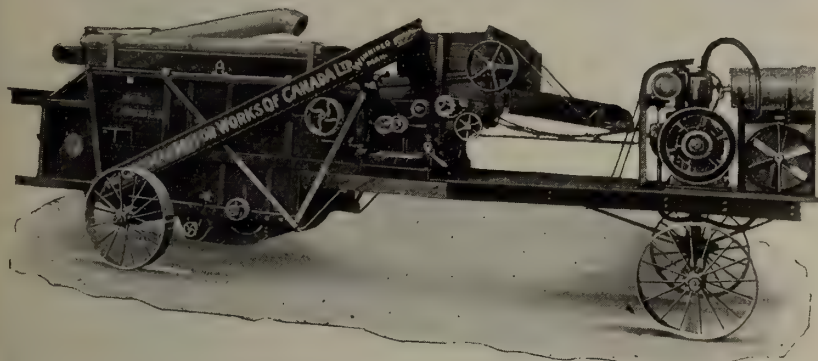
Brandon Pump & Windmill Works

Brandon Man.



## CUSHMAN Light Weight Engines

### FOR ALL FARM WORK: 4 to 20 H.P.



#### CUSHMAN COMBINATION THRESHING OUTFITS

Every Outfit equipped with the famous Cushman 2-Cylinder Engine  
8 h.p. with Straw Carrier and Hand Feeder.  
15 h.p. with Straw Carrier and Hand Feeder.  
20 h.p. with Wind Stacker and Self Feeder.

Dealers: Place your orders early for Cushman Combination Thrashers. The demand is already very heavy. Be in a position to supply this unequalled individual outfit.

Cushman 4-Cycle Engines are built to run without trouble and to do things no other engines will do. They represent a great advantage over ordinary stationary engines, in vertical balanced design, material and workmanship. Highly efficient because of light weight, higher speed, reduced friction and lower operating cost.

Cushman Engines are the lightest weight farm engines in the world, yet they are even more steady running, quiet and dependable than most heavy engines, because of Throttle Governor, perfect balance and almost no friction nor vibration.

Direct water circulating pump, preventing over-heating, even on all-day run. May be run at any speed desired; speed changed while running. Enclosed Crank Case, gears running in bath of oil. Equipped with Schebler Carburetor and Friction Clutch Pulley. Mounted on Truck or Skid as preferred.

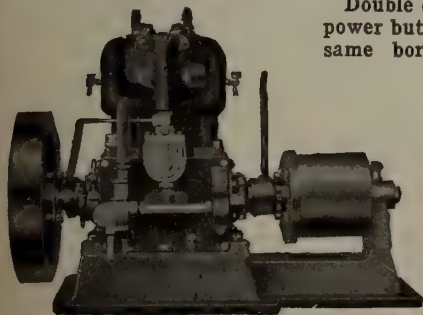
Because of very steady speed, the Cushman makes the best power sold for Cream Separators or Milking Machine, or for Electric Lighting outfits.

#### CUSHMAN BINDER ENGINES

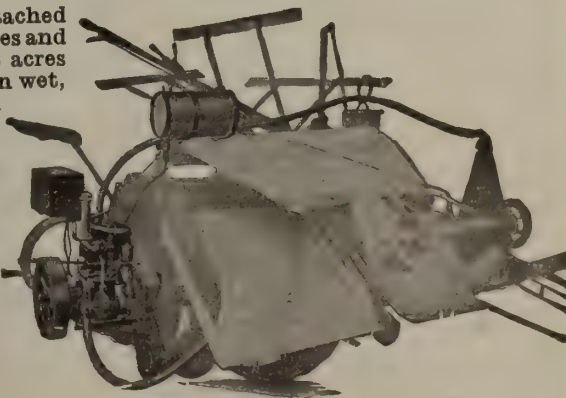
The 4 H.P. Cushman (weight 167 lbs.) is the one practical binder engine. This will be another big year for Cushman Binder Engines. No farmer can take chances on losing his wheat crop—at the prices that will prevail. Ask for territory NOW.

### Sell the 8 H.P. Cushman. Weight 320 Lbs.

Double cylinders mean not only double power but steadier power. Each cylinder same bore and stroke as in 4 H.P. Throttle governed; equipped with Schebler carburetor and friction clutch pulley. The 8 H.P. Cushman is a splendid, powerful engine for heavier work than 4 H.P. can handle, such as heavy grinding, small threshers, etc., or for any power from 3 to 9 H.P. Ask us about the Cushman Agency offer. It will pay you.



Cushman Binder Engines attached to any binder save a team of horses and enable the farmer to cut 6 or 8 acres more a day. Grain can be cut on wet, soft or muddy ground, and whether upright, fallen, wet or dry. Saves horse flesh and eliminates wear and tear on the binder. Costs only 80 cents daily to operate. And the same engine is ideal for all purposes the year around, giving steady, reliable and adaptable power. Set one up on a binder and demonstrate it alongside a Cushman Combination Thrasher—you can easily sell the two machines at one time. Place your orders early.



## CUSHMAN MOTOR WORKS OF CANADA, LIMITED

289 Princess Street, Winnipeg, Man. Distributing Warehouses: Toronto, Ont. and London, Ont.

Builders of High Grade, Light Weight, High Power Engines for General Purpose Farm Work

Exclusive Selling Agents for: Langdon Ideal Self Feeders—Fanning Mills—Smut and Pickling Machines—Vacuum Washing Machines—Lincoln Grinders—Lincoln Saws—Incubators—Universal Hoists—Portable Grain Elevators—Wagner Hardware Specialties—Mountaineer and Little Giant Neck Yoke Centres



## The Metal Granary and its Sale

The idea of storing grain is as old as the growth of grain. Most of us are acquainted with granaries in their many forms, are cognizant of the various methods adopted for grain storage in the form of portable granaries and otherwise. But granaries were a feature in agriculture before Canada was known to exist. To this day in India you will find the ruins of immense granaries erected in the long ago by the Aryan races. In the hinterland of Algeria and Morocco can still be seen the massive masonry that walled in the huge granaries built by the ancient Romans, for the great wheat lands of the Roman Empire were located in the plateaux of Northern Africa—and splendid crops they raised as historical records testify.

Man being essentially a cautious and far-seeing animal always cast around for ways and means of storing grain against the days of famine. He has, however, considerable progress still to make in this connection if one can gauge by the immense amount of grain which was improperly housed in Western Canada during the winter of 1915-16.

### How Prices Range

It is interesting to analyse last year's grain prices, as a scrutiny reveals the tendency of grain values to rise the longer the grain is kept after harvest until just before the next threshing season comes along. Take high prices (cash) for instance. Then we get the following quotations for wheat in the year 1915:

February 156¾, March 154, April 164, May 164½, June 138½, July 140, August 134 and September 97½. From threshing season right on the value of wheat rose steadily. In fact, over the year 1915, wheat prices ranged from 164½ down to 88½. In May 1916 the average cash price at Winnipeg was 115.

While these figures may have little interest for the dealer they show in a remarkable manner what the farmer may ordinarily expect as regards the variation of wheat prices. With the enhanced value of grain due to war and other conditions the ability of the farmer to store his grain is perhaps of greater value to the farmer this year than has ever been the case.

With even an average crop, in a country so immense as Western Canada we ordinarily have a shortage of freight cars resulting from an excessive haulage demand and the long distances to be traversed. During the early

threshing season lower prices per bushel necessarily follows the inability of the farmers to get transportation facilities. This means greater risk and hence greater margin taken by the elevators to handle grain before it has gone through the sweating process. Further, every dealer knows that great quantities of wheat are marketed during September and October, whatever the market quotations may be.

There can be no doubt, then, that the best way for the farmer to take advantage of the higher prices is to buy metal granaries, store his grain and wait until the propitious moment when the market suits him as regards price. In the fact that the portable metal granary in its many forms is the most profitable investment that the farmer can make lies the weight of the implement dealer's arguments as to why every farmer should include these indispensable storage plants as a part of his farm equipment.

A story told by a contemporary publication proves this clear to the hilt. A dealer sold a farmer in Oklahoma four one-thousand bushel steel granaries. He did not see the farmer for a considerable time, until one day the latter entered the store and informed the dealer that the four granaries made him exactly \$4,000! When the farmer threshed, wheat was selling at 56 cents. He didn't sell—bought the bins and held on to his crop. The following February he sold his four thousand bushels at exactly \$1.56. Surely that instance alone shows the value of the portable granary to the farmer.

### What of the Granary?

The old wooden granary has been eliminated because it is a mighty expensive sort of erection to own. It formed a sort of free lunch counter for vermin—and few farmers ever calculated what it cost to board these pests. Like all wooden erections, it could be depended upon to go up in flames on the least provocation.

Consequently the metal grain bin or granary appeared—and with it came a revolution in grain storage. Many firms drafted individual types of granary—usually of excellent design. Some of these granaries have held the lead in the market for over twelve years, and all of them have an immense superiority over the old wooden boarding house for vermin with its enormous fire risk. The metal granary is portable. It can either be knocked down with great facility, or can be put upon

skids and moved. By this means haulage of threshed grain on the farm is eliminated during the threshing season. The bin can be erected in the field and the threshing spout feeds direct into the manhole in the roof. Made in a wide range of capacities, whether the farmer wants one to hold two hundred bushels or two thousand bushels he can be supplied by the up-to-date dealer in portable granaries.

To the farmer the metal granary affords protection against congested markets, low prices, and wheat speculators. He is not compelled to sell his grain; it cannot be destroyed by fire or damaged by lightning, and it affords a sure protection against vermin of all kinds and birds. It is even contended that the metal granary actually brings up the grade of wheat, since steel is a ready conductor of heat and cold. The grain in a metal bin consequently keeps better than grain stored in wooden bins. The steel is sympathetic to climatic changes. With warm weather the heat permeates the grain and cures it more rapidly, whereas wood is a poor conductor of heat and is always liable to absorb and retain moisture with a detrimental effect upon the grain.

Made of the highest grade of sheet steel with a good coat of galvanizing, these granaries are so made that the ventilation is perfect. The warm air rises upwards through the grain, precluding moulding or dampness. Many types of granary are made with compartments so that different grains can be stored at the same time. Comparatively inexpensive, the normal rise in the prices of wheat when stored should very quickly pay for the investment in the bin or bins.

Some granaries are so made that they can be fitted with extension sides, being thus transformed into an implement shed or store house. When not utilized for grain the majority of granaries can be used as a smoke-house, chicken house, or for general storage purposes. Whether of circular or square shape the majority of these granaries have points which commend them to dealers, the design being a feature which must be taken into account, as there must be strength in the walls and solidity to preclude any chance of the internal pressure of the grain bursting the sides of the granary.

Ease of erection is a feature that strongly appeals to the average farmer. Shipped in the knock-down, any man who has had an experience with heavy galvanized

sheeting will see the force of this feature in erecting the granary.

### In Selling the Granary

With the metal granary the dealer is in a position to make himself useful to the farmer. It matters not how he intends to push the sale of granaries, but a great deal can be learned by sizing up the crop that the individual farmer will have, also by knowing his financial status so as to be able to calculate whether or not he will be likely to hold his crop when it is threshed. Either in his warehouse or on some open space adjoining the store, the dealer should have a granary erected so as to show it to the customer. It is preferable to have it outside so that passers-by may see it. We have seen a dealer in Saskatchewan do a roaring trade in portable granaries by erecting one on the local fair grounds during the annual fair. His enterprise in this respect paid him handsomely.

And, it may be said in conclusion, let no dealer imagine that he is the sole purveyor of granaries. As in all lines he has competition, and even at this writing certain mail order concerns are shipping out a great many portable granaries to West Canadian farmers. Surely if these granaries can be sold by illustrations and correspondence at long range the dealer can beat this form of competition by starting now an aggressive campaign in granaries. The manufacturers of this class of goods, we feel sure, will gladly give the dealer all the necessary particulars, and will also give him selling points a-plenty by means of which he can find the granary business an extremely profitable line to handle. Don't wait until after threshing season, but start now to get the excellent business possibilities of the granary line.

### What Are Promises?

Promises are moral obligations.

They are covenants to do or not to do; assurances, expectations of future things.

How few of us realize their full significance.

How many of us make them with the downright intention of their fulfilment?

Promises should be made with caution and kept with care.

For things promised are things due.

Under no consideration promise an order for a certain day unless you can stake your life on its delivery.

Broken promises create suspicion.

Of certain men it can be said, "His word is as good as his bond."

You be one of them.



**DEALERS:** Look these lines over at **Regina Fair, July 24-29**



### Glengarry Vehicles

Known by farmers everywhere as the best.

### Viking Cream Separators

550 lbs. capacity—at a very attractive price.

### Heney Light and Heavy Harness

A splendid line for the up-to-date dealer.

### "Baker" Windmills

Carry a warranty that cannot be equalled.

### Hero Grain Separators

Made in 24 and 32-inch sizes. Sure sellers.

If you do not visit the Fair, write me for special Dealer's Proposition. Selling Agent for Saskatchewan:

**BERT CONWAY**  
P.O. Box 380 REGINA, SASK.



## HERO GRAIN SEPARATORS

### HELP FARMERS GET RICH



Made in  
Two Sizes:

Hero No. 1  
24-inch  
screen

Hero No. 2  
32-inch  
screen

Clean, Grade  
and Separate  
the Grain

### THE NAME AND REPUTATION SELL THEM

Hero Grain Separators have proved their superiority by years of service. For reliability and efficiency they stand alone. The "Hero" is the machine that boosts clean farming and delivers a death sentence on weeds. Cleans all grains with equal facility.

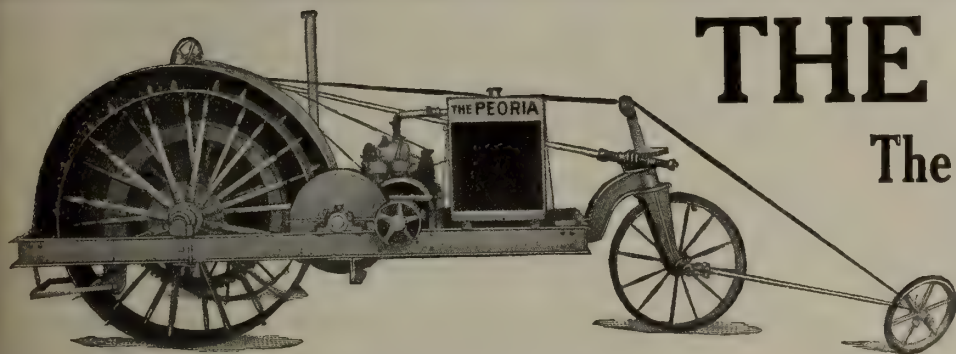
The mechanically perfect construction of Hero Grain Separators keeps them sold. The pleased customer advertises the fact—and his neighbors follow his example. That's why Hero Agents GET THE BUSINESS. We manufacture a full line of baggers for these mills.

SEE THIS MILL EXHIBITED AT REGINA FAIR

Selling Agent for Saskatchewan:

Bert Conway, P.O. Box 380, Regina, Sask.

**HERO MANUFACTURING CO., LIMITED**  
357 JOHNSON AVE. WINNIPEG, MAN.



# THE 1916 PEORIA

The Right Tractor--The Right Price

\$1050 F.O.B. WINNIPEG

BURNS KEROSENE PERFECTLY  
AT ALL LOADS

**Complete with Self-Steering Attachment and Kerosene Equipment  
Perfected by Actual Field Experience--Drawbar Pull without the Weight  
Dealers: Examine its Points of Superiority during Brandon Exhibition**

8 H.P. at drawbar, 20 H.P. Belt. Plowing speed anywhere from 1 to 3 miles per hour. The motor of the Peoria Tractor is a strong, high class, heavy duty engine—4 cylinder, 4 cycle.

Note the self-steering attachment—enclosed type of air-cooled radiator—cut steel transmission. Gears entirely enclosed in oil bath—sliding type of transmission gear change—underslung frame, giving perfect balance—unobstructed oper-

ator's view—direct pull, floating type of drawbar—self adjusting on uneven land, and absolutely no side draft.

Dealers who expect their share of the tractor trade must sell a tractor that has "made good" in the field, and at the belt; a tractor that any farmer can operate, simple, easy-to-get-at and built to last. That's the Peoria!

Have a Peoria Tractor on your floor. It is no I.O.U. Proposition. You can sell it for cash. Demonstrations make quick sales. Fill in the Coupon and let's get together.

**PEORIA TRACTOR COMPANY**  
WINNIPEG

MAIL US THIS COUPON

I am interested in light tractors. Please send me full particulars and dealer's proposition on the "Peoria" Tractor.

Name .....

Address .....



### Saskatchewan Retail Implement Dealers' Association

The executive of the Saskatchewan Retail Implement Dealers' Association met recently in Regina. J. A. Rollefson, Swift Current, formerly secretary-treasurer of the association, handed in his resignation, feeling that his own business laid so heavy a demand upon his time that he could not give the attention necessary to the secretarial work of the association. W. J. M. Wright, Regina, was accordingly appointed secretary-treasurer for the association, while C. R. Gough, of Francis, was appointed organizing director for the balance of the year 1916.

The committee appointed at the annual convention for the purpose of interviewing the Saskatchewan Government with reference to the amendments in the Farm Implement Act in that province, reported that the Act had

been amended in every feature recommended by them. The executive feel elated over the fact that they were able to accomplish at this early stage in the life of the organization, so much that will be of signal benefit to the retail implement dealers of Saskatchewan.

If the implement dealers in the province will give the association the support which it assuredly merits, and show their interest and appreciation by sending in their fees to the organizing directors, much more good can be accomplished for the benefit of the retail implement dealers of Saskatchewan. Every dealer who is interested in the organization—and every dealer ought to be—should, if he has not already done so get in touch with the executive of the association. Drop a line to W. J. M. Wright, Regina, who will gladly furnish full particulars regarding the aims, ideals and

ambitions of the Saskatchewan Dealers' Association.

We would especially appeal to members of the association to leave no stone unturned to bring their brother dealers into line. Let every member regard himself as an organizer and the membership will rapidly increase by leaps and bounds. The other fellow may not realize what the association can do for him and his business. Why not tell him all about it, and enlist him as an active member.

### A Sharples Catalog

We recently received a copy of the new Sharples catalog covering factory sizes of cream and whey separators. This publication is well illustrated and fully describes the commercial sizes of the above machines as produced by the Sharples organization. The illustrations of the book designs are exceptionally good, while a

full description of the various capacities of the Sharples separators is given. For dealers who are interested in the sale of large size creamery plants this little booklet should prove to be very interesting. It is well worth perusal by any implement dealer.

### We Often Hear 'Em

"Yes," quoth the temperance fanatic, "I used to be as bad as you, but I just made up my mind to quit smoking and drinking, and I did it. Mind's all you need."

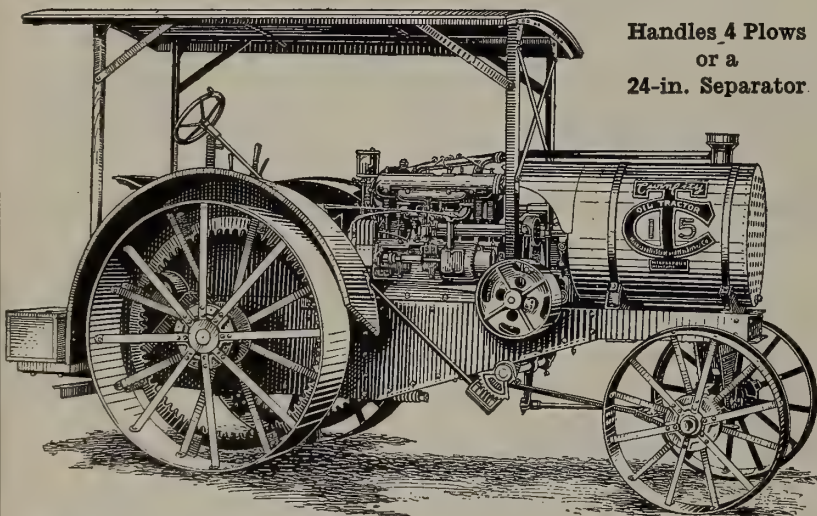
"Quite so," said the unregenerate, "I've noticed that a man who quits smoking and drinking can quit anything except—"

"Except what?"

"Well, he's never done boasting about it."

A more technical knowledge of implements and machinery is required of implement dealers now than ever before.

## The Twin City "15"



Handles 4 Plows  
or a  
24-in. Separator

### Make this Light Tractor Your Leader



Built in  
Four  
Sizes:

Twin City "60"  
Twin City "40"  
Twin City "25"  
Twin City "15"

Simply a small model of the Big Twin City Tractors, and built on the same general design; 4-cylinder heavy duty motor—2 speeds—burns kerosene. Sells at a lower price per horse-power—weighs less per horse-power. Will give more all-around economical service than any other light-weight tractor. The smallest and most perfect farm power yet produced.

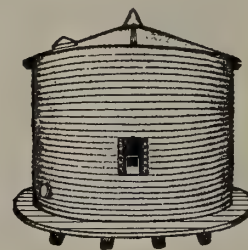
See it in Operation  
at the Brandon Fair

ALL BURN KEROSENE, DISTILLATE AND GASOLINE

### The Line of Tractors That Stands Every Test

The Twin City "15" is large enough to do the work required on most farms with considerable reserve power to spare. Produces 30 H.P. on the belt. Send for full particulars of our tractors. Let us show you our dealers contract.

Minneapolis Steel & Machinery Co. of Canada, Limited  
923 LOGAN AVENUE WEST WINNIPEG



### AN AGENCY THAT CARRIES A GOOD PROFIT

MAX PORTABLE  
CORRUGATED  
GRANARIES

Have been giving the best service to Western Canadian farmers for over 12 years past. This is the only Granary with which you can get such a record to help you make sales and back up your arguments. Farmers are thinking of the harvest now.

Get in touch with this proposition at once and begin your campaign for orders to-day.

Winnipeg Ceiling and Roofing Co., Limited  
P.O. Box 3006 F.I. 5 Winnipeg, Man.

### You Can't Do Better THAN HANDLE THE JUMBO LINE "JUMBO" GASOLINE ENGINES

Made in 1 3/4, 2 1/2, 4 1/2 and 6 H.P. So strong, simple and dependable that a boy can operate them. Develop more power on less fuel than any engine sold at the same price. The best dealer proposition on the market.



Little  
Jumbo  
Feed  
Wills



Large capacity—small power consumption. Grinds from 10 to 30 lbs. per hour. Ask the nearest Tudhope-Anderson branch about the Jumbo Line.

Manufactured by Nelson Brothers Company Saginaw, Mich., U.S.A.  
Western Canadian Jobbers

Tudhope-Anderson Co., Limited

WINNIPEG

REGINA

SASKATOON

CALGARY



## Farm Machinery--Roofed by Stars

There's nothing romantic in the fact that a vast proportion of the farm machinery upon the farms of the American continent lies nightly upon the bosom of mother earth, with the star-studded dome of the heavens the nearest thing in the form of a roof!

Of course many men in the implement business will agree that it is not up to the implement man to bemoan the extravagance and wastefulness of the farmer in not taking better care of his farm machinery. Even, although the dealer only sees curtailed sales as a result, he is more or less induced to tell the farmer how foolish he is not to take better care of his farm-operating equipment. If the average farmer did not, through encouraging rust and other deterioration, wear out his tools of trade so quickly, he would not make new purchases so quickly. Cold fact, that! Although a little early, perhaps, to draw conclusions on the subject, it seems to be proven that whereas the farmer who takes better care of his implements does not have to duplicate such purchases so speedily as formerly he does make other purchases in the farm-operating equipment line for which he never had funds before. In other

words, conservation of his outfit is converting him into a more confirmed user of farm machinery and he is going in for the purchase of more and more pretentious agricultural aids.

Recent statistics prove that the annual depreciation of farm machinery in Minnesota is not nearly so high as the machine man usually thinks. We cite a few ordinary implements, the percentage representing the average annual depreciation over a period of ten years: Grain binders, 6.52; drills and seeders, 5.06; mowers, 6.80; hay loaders, 7.37; hay rakes, 6.30; gang plows, 6.41; sulky plows, 8.34; wagons, 3.89; harrows, 5.88; grain tanks, 4.03; sleds, 5.94; fanning mills, 3.74; cultivators, 6.23; gas engines, 5.69; cream separators, 7.92.

These figures, it will be seen, are considerably below the usual 10 per cent spoken of as the average depreciation of farm machinery, yet we must not forget that in Minnesota they are, generally speaking, fairly good custodians of their farm equipment.

There are no figures available to show how much is added to the farm overhead expense each year through unnecessary loss on implements, but it is a certain fact

that farmers seldom get out of any tool all the value and service which the manufacturers put into it.

In the state of Colorado, for instance, the department of agriculture urbanely confesses that 46 per cent of the farms in the state leave their farm machinery under the popular "star-roofing"; 38 per cent house their unproductive equipment, such as buggies, carriages and automobiles, while a faithful few — 16 per cent — are guilty of sheltering all of their farm equipment. Figures have proven that the average annual depreciation of properly housed farm machinery is only 8.86 per cent.

Taking the average equipment on a farm as having a value of \$200, then with a million farms you have two hundred million dollars' worth of machinery exposed. Calculate if you like the money the farmers of America are losing annually by leaving their machines to stand under the national machine shed—the star-roof! Blizzards, drifting snow, hail, lashing rain, blistering sun—is it not a wonder that the depreciation of farm machinery does not greatly exceed what it is. And it is a testimony to the quality of the materials used that that depreciation is not greater.

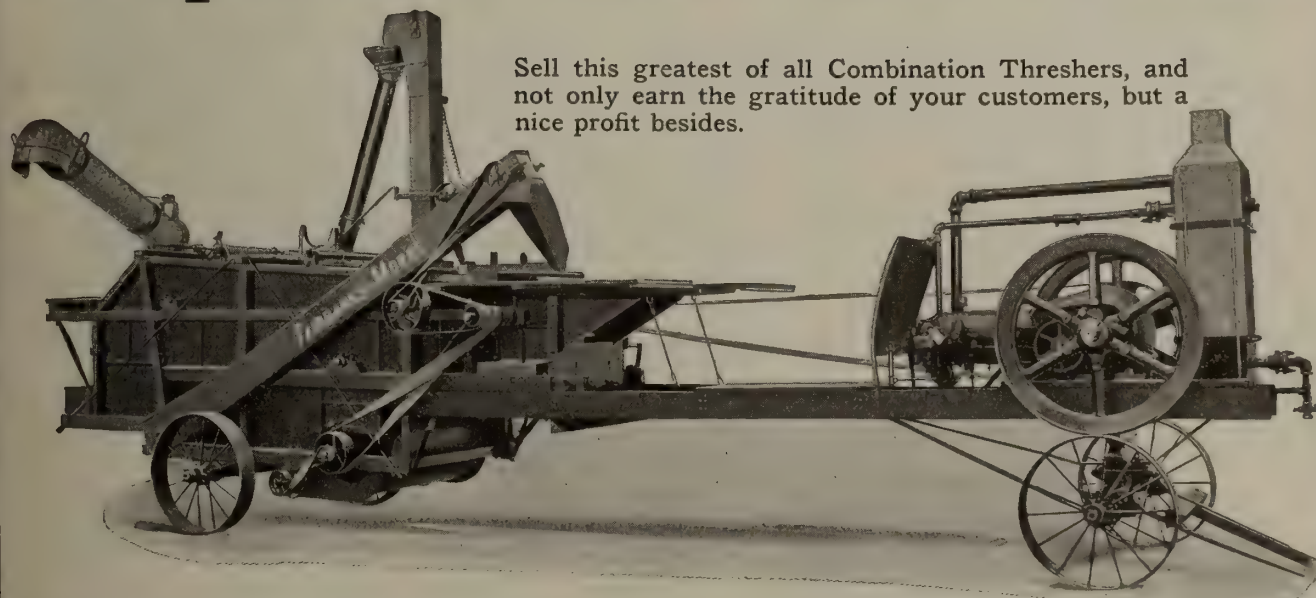
Some men say that they would

rather wear out than rust out. The same is true of farm machinery. A plow, a mower, or a disc costs money when new, and after setting out in two or three summer's rains and winter's storms, they may be ready for the junk pile. If they were put into a machine shed when the work is over and all wearing parts greased or painted, they would last many years longer and still do good service. A good wagon that is well taken care of will last a lifetime, but if it is left out in the weather, it will soon go to pieces. A good machine shed is a fine investment on any farm and that fact no dealer should forget.

### From the Dealer's View Point

While the dealer may say that machine protection don't concern him, there are some ways to look at the proposition that do concern him. What about the amount of dealer service which the average implement retailer is called upon to give? It is a foregone conclusion that if you can induce a farmer to properly protect his machinery and equipment he will not be continually calling upon you for minor repairs and adjustments. Every dealer realizes that the service he gives is the great factor in his business. It puts him head and shoulders above every other form of machinery distribution. Still, by educating

# A Splendid Line—and Profitable, Too



Sell this greatest of all Combination Threshers, and not only earn the gratitude of your customers, but a nice profit besides.

## Fairbanks-Morse

24-46 Separator  
and 15 h.p.  
Type "Z"  
Kerosene Engine  
with built-in  
Magneto

To the dealer who knows Threshing Machinery there is a delight in explaining the merits of this outfit.

It is strong and sturdy with the finest engine made and a separator better than anything you have ever sold. In short it is a machine that stands up and does its work well all the time, with

no vibration, no breakdowns, no disappointments—a machine that stays sold and makes every buyer a friend.

Let us send you our latest Catalogue which answers in an interesting way all the questions you would like to ask. Sit down now and drop us a line for one. Will You?

## THE CANADIAN FAIRBANKS-MORSE COMPANY, Limited

MONTREAL

SASKATOON  
ST. JOHN

OTTAWA

WINNIPEG  
TORONTO

CALGARY  
VANCOUVER

VICTORIA



the farmer to use machine sheds—and incidentally selling him these money-savers—you can prune down the excessive demands of your customers for dealer service. Furthermore, farm machinery that is so cared for that it runs along smoothly day after day necessitating few calls upon the dealer for first aid tends to induce the "satisfied customer"—to make the user in conceit with the whole idea of farm machinery as a trouble-proof proposition.

A penny saved is a penny earned—and that old saying applies to the care of farm machinery. If the farmer is not continually replacing the actual necessities of farm-operating equipment, he will have more money to spend on other lines which he may term "luxuries"—such as engines, manure spreaders, washing machines, autos, trailers, etc. From the sale of these lines the dealer

will possibly derive greater profits than he would in selling standard machine lines worn out by the weather. And do not forget that the last man the farmer will blame for the fact that his implement wore out by "climatic attrition" is himself. He'll just blame the quality of the goods, the manufacturer who made them and the dealer who sold them.

Taken from every standpoint it should be the policy of the modern implement dealer to advise the farmer to take care of his farm machinery and equipment so that he will obtain the maximum service from the goods purchased. While ordinary wear and tear is inevitable, paint blistered by the sun and frost, wood sun dried and warped, spindles and bearings rusted stiff, are, in the vast majority of cases, the result of prodigal carelessness. In recent years farmers have been taking better care of their machinery, yet a great many farmers, as you well know, are still using the star-roof machine shed. Try to get them to realize that farm machinery is an investment and that it should be properly taken care of. Paint and oil are also good investments, but the tax of rust and decay is a needless toll paid by too many farmers in the Canadian West.

#### Sell Machine Sheds

The only thing to do is to sell a good line of machine sheds. There are many concerns who specialize in the production of this class of building, and we are sure that they will gladly advise the dealer regarding different types, sizes and capacities of buildings for the protection of farm machinery. It may be said that it is none of the dealer's business how the farmer takes care of his equipment, yet a little analysis of the case proves that, from every standpoint, it does not pay the dealer to look upon the lack of conservation of his machinery on the part of the farmer as being a sales builder for the machine man. In the end neglect simply keeps the purchasing power of the farmer at low ebb, while if he takes good care of his equipment he is a more reliable and better customer for the implement man.

#### Raymond Co. Sells Interests

The Raymond Manufacturing Co., which manufactured sewing machines in Guelph, Ont., for fifty years, has sold out its patents on sewing machines to the White Sewing Machine Co., of Canada, a newly organized corporation capitalized at half a million. This new concern will devote their efforts exclusively to the manufacture of sewing machines. The Raymond Manufacturing Co. dis-

posed of their cream separator patents to the Ontario Machine Co., of Toronto. The White Sewing Machine Co. will operate the old Raymond plant at Guelph, and will also erect a new and modern sewing machine factory.

#### Happy Farmer Tractors

The subject of the light weight tractor is one which is interesting the farmers of the Canadian West. Horses and feed are high-priced, and we need more power for better farming. Nearly every farmer knows that in the spring rush of work if he could double the power he could do enough better farming to make a difference of several hundred dollars in crop yields. Many farmers testify to the fact that it costs about one-half as much to do a given amount of work with a tractor as with horses, while the tractor can be used for plowing, drilling, harvesting, in fact a wide range of power requirement uses. The most serious problem confronting the farmer to-day is the difficulty of obtaining help. A properly designed and built tractor will do practically all the work on the farm.

One of the light weight tractor family that has won great popularity with American agriculturists is the "Happy Farmer" tractor. This tractor, sold by the Happy Farmer Tractor Co., Winnipeg, has many constructional features which should commend it to tractor dealers. The manufacturers claim that it will do all stationary or portable gas engine work and will also do plowing, drilling, disking, hauling hay loaders, binders, etc. The Happy Farmer Tractor is of steel construction, giving light weight and powerful design. With a constant draw bar pull of 1,500 lbs., the manufacturers state that 88 per cent of the total weight is on the traction wheels. The traction speed is 2 1-2 miles per hour, power being transmitted through two drive wheels giving double traction. The gears are cut steel, running in an oil bath. The Happy Farmer is guaranteed to pull two plows, and its horizontal two-cylinder opposed type engine has great reserve power. Delivering 16 h.p. at the belt, it is claimed that this tractor will do the work of six to eight horses. The tractor is said to be very easily controlled, and its weight is only 3,200 pounds. A unique feature of design is that the exhaust is discharged into the front frame member forming a cheap and silent muffler. Dealers who are interested in the light tractor proposition would do well to com-

municate with the Happy Farmer Tractor Co., Winnipeg, who, we are informed, will give full details and agency terms connected with this new tractor in the West Canadian field.

#### The Twine Trade

So long as Mexico suffers from the idea that she wants to fight the United States there will be an uncertainty as regards the supply of sisal fibre and consequently of binder twine.

Happily there is good reason to believe that the supply of sisal fibre in the hands of the twine manufacturers is ample for the 1916 harvest requirements of the farmers of the United States and Canada. A shortage is practically impossible. Yet, on account of the clean up of stocks in the fall of 1915 there is no material surplus in sight—with the result that twine prices are sure to remain high.

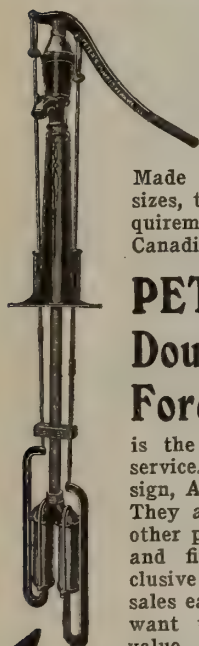
Should war take place between the United States and Mexico the binder twine manufacturers would confront a serious problem as regards their 1917 product. Yucatan—a Mexican state—produces practically all the sisal fibre used in America, from which is produced the binder twine the dealer sells. Upon that particular corner of Mexico we depend for our supply of sisal, so that, in importance should war take place, Yucatan would rank as another Ypres salient.

While binder twine can be made from other fibres, American farmers prefer sisal rather than Manila twine. Yucatan has been transformed from a veritable desert into a thriving state by the growth and cropping of the henequen plant, so that war with the United States would commercially ruin this part of Mexico. Further, it requires several years for these plants to attain a growth from which fibre can be procured, so any lengthy cessation of supply would be practically a calamity to American agriculture.

#### Cushman "Movie" Engines

An interesting incident is the recent purchase by the United States Government of 66 4-h. p. Cushman engines for use in operating generators in connection with moving picture outfits to be used at the various army posts for the entertainment and instruction of the soldiers. This engine, built especially for farm work, was selected for its steady running and dependable qualities, after thorough investigation by the government engineers.

## PETERS PUMPS



**Gives More Water  
in Less Time with  
Less Energy**

Made in many styles and sizes, they will meet all requirements of the Western Canadian farmer.

### PETERS' Double Cylinder Force Pump

is the last word in pump service. Unequaled in Design, Action and Durability. They are different from all other pumps in construction and finish, and have exclusive features that make sales easy to customers who want the BEST in pump value.

**ALWAYS  
DELIVER  
THE WATER**

**Dealers:  
Get Peters'  
Pump  
Proposition  
for 1916**

Our line is absolutely up-to-date in every respect. Every pump we produce is given special attention. Peter's Pumps are perfectly assembled—they have no "come-back." Sell them and you make satisfied customers.

**A POST CARD WILL BRING  
OUR LATEST CATALOG.**

Manufactured by

*Peters Pump Company, Neenah, Ill.*

Exclusive Canadian Agents:

**Tudhope Anderson Co., Ltd.**

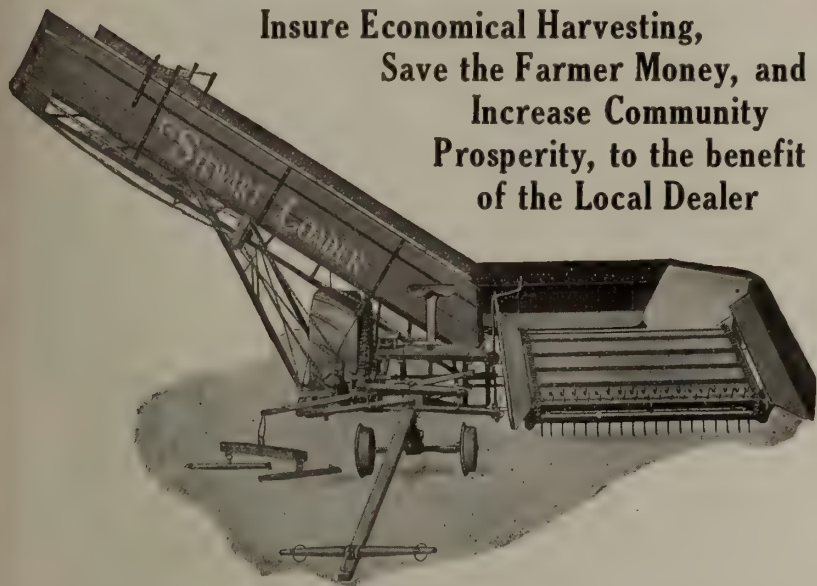
Winnipeg Regina Saskatoon Calgary

Write Nearest Branch House for  
Particulars.



## STEWART SHEAF LOADERS

Insure Economical Harvesting,  
Save the Farmer Money, and  
Increase Community  
Prosperity, to the benefit  
of the Local Dealer



### Solve the Help Problem for Your Customers

In the harvest field the Stewart Sheaf Loader is like the machine gun on the battlefield. With few men it does the work of many men. It does more; it saves teams, time and money. Replaces an average of FIVE MEN on every outfit, and is the factor that decides profit or loss in harvesting.

We could sell thousands of Loaders this year. Owing to the scarcity of materials we will only build a few hundred. Will they be sold in YOUR neighborhood? If so don't delay but place your order now! Farmers save \$25 to \$40 daily by using this machine. Its value as an investment makes sales easy. Get our offer to dealers and get it NOW.

**THE STEWART SHEAF LOADER CO., Ltd.**

Martin Avenue, WINNIPEG, Man.

## CHRISTIANSEN Plow Attachments CREATE BUSINESS FOR THE DEALER

For Six Years  
our Packer  
and Harrow  
Attachments  
have saved  
time and  
money  
for the  
**20,000**  
farmers who  
use them



No Side Draft!  
Packer  
Attachments  
have inter-  
changeable  
surface or  
sub-surface  
wheels.  
For summer  
fallowing  
can't be  
equalled.

### EASY SALES AND QUICK RETURNS

Greater yields through better tillage mean better business in your territory. Christiansen plow attachments move fast—and stay sold. We can show you a demand for them right in your community. Why not investigate this line and profit by the demand.

Our packer dust-proof, always lubricated axle is a feature no other packer possesses. Ask us for full particulars and agency terms. We manufacture: Boss and Diamond Harrows, Engine Harrows, Plow Packer and Harrow Attachments and the famous Christiansen Weeder Harrows.

**THE CHRISTIANSEN HARROW WORKS**

331 Austin Street

Winnipeg, Man.

## PARAGON Tread Tires

Effectually Tire the Car  
Never Tire the Owner  
Afford Profit to the Dealer

While rubber has been bouncing up in price, **Paragon Tread Tires** have been boosting mileage records. Your customers already know the

### "Maltese Cross" Line

It creates goodwill for "Paragon" Tread Tires all over the West. Just tell your customers you stock "Paragons"—sales will follow.

"Paragons" don't wear out prematurely, or give out or blow out easily. They are **quality** tires and bring Dealer and User alike the satisfaction inseparable from **quality** goods.

"Paragons" are 100 per cent. Efficient

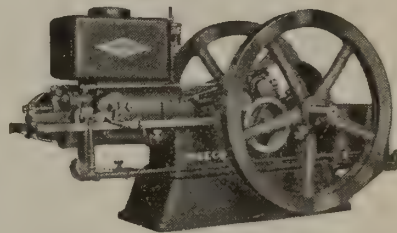
**Gutta Percha & Rubber, Limited**

Fort William Winnipeg Regina Saskatoon  
Calgary and Edmonton

## LIQUIDATOR'S SALE

### IMPLEMENT DEALERS:

We have on hand a large stock of the best farm machinery, which must be converted into cash. Observe the prices quoted—you know the regular wholesale price of these quality goods.



#### OHIO ENGINES

15 H. P. Standard (new)....	\$328.75
12 H. P. Standard (new)....	306.50
11 H. P. Special Hopper cooled (new).....	189.00
12 H. P. Standard (rebuilt).....	200.00
8 H. P. Standard (rebuilt).....	175.00

#### PORTABLE ENGINES

22 H. P. Single Cylinder Portable Geiser (new)....	\$800.00
22 H. P. Single Cylinder Portable Geiser (rebuilt).....	600.00
20 H. P. Single Cylinder Portable Geiser (rebuilt).....	500.00

I also have a couple of 20 and 22 H. P. portables which I will rebuild and sell at around \$400 each.

#### INGECO KEROSENE ENGINES

10 H. P. Farm Engine, hopper cooled (new)....	\$256.35
8 H. P. Farm Engine, hopper cooled (new)....	197.90
2½ H. P. Farm Engine, hopper cooled (new) ...	55.00

#### SEPARATORS

AA Separator, 40 x 60, complete (rebuilt)....	\$1,000.00
A Separator, 36 x 56, complete (new).....	1,064.29
No. 4 Separator, 24 x 32, with blower (rebuilt, almost new)	500.00
No. 4 Separator, 24 x 32, straw carrier (new)	351.12

#### STEAM AND GAS TRACTORS

45 H. P. 4 Cylinder Tractor (rebuilt).....	\$1,700.00
35 H. P. Double Cylinder Steam (rebuilt).....	2,500.00
Manitoba Universal (almost new).....	600.00

These are only a few items. Write us at once for our full list and **SPECIAL DEALERS DISCOUNT** on orders. You can buy these machines for cash and sell them at a handsome profit. Take advantage of these special prices.

**R. S. EWING, Assignee**

200 Union Trust Building, Winnipeg



### Rumley-Falk Engines

A catalogue recently issued by the Advance-Rumely Threshing Co., La Porte, Ind., deals with the Rumely-Falk line of kerosene engines. This line of engines is too well known and popular to need extended description here. What every dealer should read, however, is the discussion of the factors involved in the carburetion of kerosene and other heavy fuels. The high cost of gasoline makes this subject timely. Every dealer should be posted on the questions involved in the use of low grade fuels on the farm.

### "Will Wonders Never Cease?"

We recently received a unique piece of advertising matter from the Sharples Separator Company, Toronto, Ont. We reproduce herewith an illustration of the front cover of this folder, entitled "Will Wonders Never Cease?" Finely conceived in natural colors the picture shows an old farmer and his wife who, while on their way to the fair grounds, pass a bill board on which several posters are pasted—one of which stands out conspicuous above all the rest.

It is a poster containing a picture of the Sharples Suction-feed

Separator and a few words of what it will do. The facts that the Sharples skims clean at all speeds and always delivers cream of even thickness are so truly wonderful as to cause the farmer to exclaim: "Will wonders never cease?" The painting on the front cover tries to catch this spirit.



Front Cover Facsimile of New Sharples Pamphlet

The rest of the folder contains in plain strong language the well known claims for the New Sharples Suction-feed Separator, and why every farmer should have

one, as it saves 7 to 13 pounds of butter per cow per year over any other separator in existence. The subtle manner in which, as you will see from the picture, the Sharples people demonstrate that their new separator is truly a wonder should have a telling effect on the dairy and general farmer. One dealer is quoted as saying that this folder is "a wonderful sales help for a wonderful separator."

### An Interesting House Organ

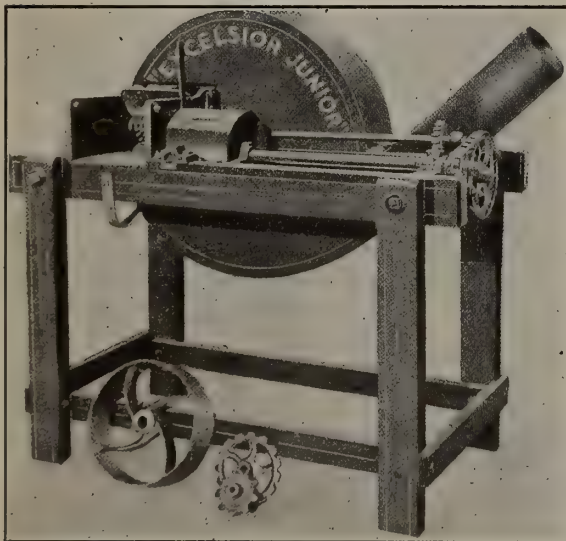
We recently received the June number of the "Bulletin," published by the Minneapolis Steel and Machinery Co., of Minneapolis, Minn. This bright and breezy monthly is, as usual, full of good bright articles regarding the efforts of the organization, its pages being profusely illustrated. A wealth of information on Twin City tractors is embodied in this little magazine, with topical comments and bright quips regarding different members of the organization. In an editorial on the sales policy of the company, the following statement appears in connection with the goods of the Minneapolis Steel and Machinery Co.:

"The best materials, fine workmanship, based upon the design

of the best engineers, checked by the most accurate inspection and backed by absolute guarantees that the goods will be all that is claimed for them, are the arguments with which the sales force of this company goes out to face competition in all parts of the world."

The Twin City line of tractors is well and favorably known to West Canadian dealers. They are built in four sizes: the "60," "40," "25," and "15." The Twin City "15" is a small brother of the big tractors, burns kerosene and is equipped with a 4 cylinder heavy duty motor. With 15 h.p. on the drawbar and 30 h.p. in the belt this tractor should appeal to the farmer as a lightweight high power machine. It pulls four plows under ordinary conditions and operates a 24-inch separator with all attachments. Dealers who are contemplating the sale of the light weight tractor can obtain full particulars concerning the Twin City "15" by writing the Minneapolis Steel and Machinery Co. of Canada, Ltd., Winnipeg.

If it were not for the fact that it has never been in retirement, we would say that the windmill has "come back."



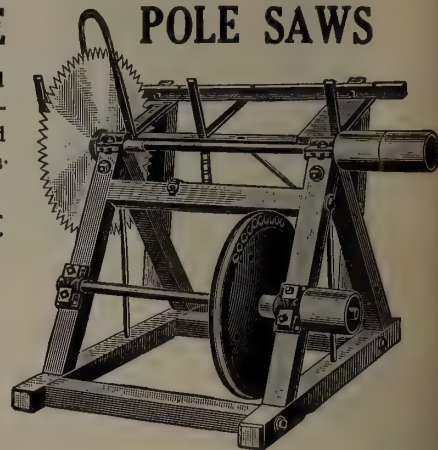
## Because Farmers Buy for Service, "EXCELSIOR JUNIOR" Blower Feed Cutters Sell Easily

Every farmer with from 5 to 15 head of stock is a sure prospect for the "Excelsior Junior" Feed Cutter. The blower attachment on the flywheel carries feed to any part of the barn, or elevates it any height up to 20 feet. Only 4 to 6 H.P. required, by Engine, Windmill or Sweep Horse Power. Cuts and elevates  $\frac{1}{2}$  to  $\frac{3}{4}$  ton of feed per hour. Cuts three lengths,  $\frac{1}{2}$  to  $1\frac{1}{4}$ -inch, by means of change gears. Nine-inch throat, two concave knives of best Sheffield steel; blower connection fits common 6-inch stove pipe. Pulley 12 x 4 inches. One lever starts, stops and reverses. Weight 325 lbs.

### WATSON'S HARDWOOD FRAME

Built with solid steel shafts and boxes; extra heavy solid balanced flywheel. Three 5 x 6 inch pulleys. Rigidly braced hardwood frame—made to stand great wear and tear. Complete sawmandrels supplied separately if desired. Ask for prices of our cordwood and pole saws.

### POLE SAWS



### THE WATSON LINE INCLUDES

1½ H.P. Engines	Root Pulpers	Horse Powers
Pulverizers	Bevel Jacks	Harrow Carts
Whiffletrees	Push Carts	Pump Jacks
Wood and Pole Saws	Farm and Bush Sleighs	
Barrel Skids	Wheel Barrows	
Boss Wood Harrows	Roller Crushers	
Light Delivery Sleighs	Channel Steel Harrows	
Boss Steel Harrows	Warehouse Trucks	
Feed Cutters (seven styles)	Grain Grinders	
Hand and Power Washing Machines		

Get Prices on our "Viking" and "Standard" Cream Separators

WE CARRY REPAIRS FOR

Moline Plows and Disk Harrows; Monitor Drills; Mandt Wagons and Trucks; "National" and "Mandt" Manure Spreaders; Adriance Binders, Mowers and Rakes. We also handle Janesville Plows, Disk Harrows, etc.

### Watson's Washing Machines Start Easy--Work Easy--Sell Easy

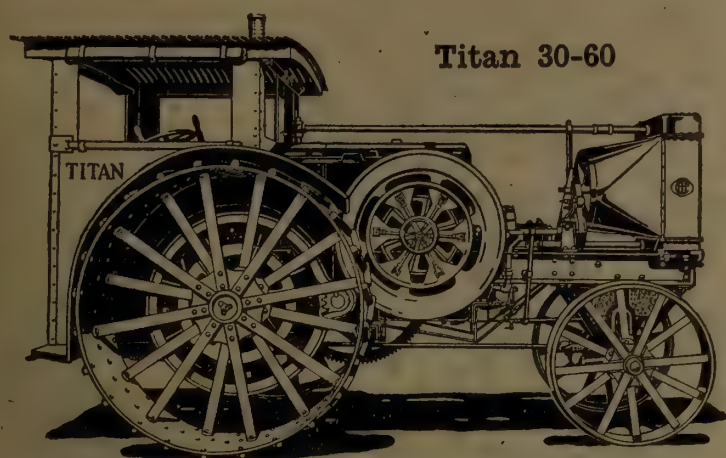
Help your lady customers take the drudgery away from washday by showing them our line of hand and power washers. Below we illustrate the I.X.L. High-Speed Washer—the easiest driven and most efficient washer made. Finely finished red cypress tub; large opening for clothes. Washes quickly and perfectly with no damage to the finest fabrics. Get our prices and sell washing machines this summer.



*John Watson Mfg. Co.*  
LIMITED

CHAMBERS AND HENRY STREETS, WINNIPEG





Titan 30-60

## THE THRESHING HISTORY

OF

Mr. E. H. Duncan, Cannon Falls,  
Shows the Agent the Road to  
Thresher-Tractor Sales Profit

**M**R. DUNCAN, of Cannon Falls, has eight sons, and no doubt a number of daughters as well. He has always needed a good sized income, and he has gone after it in the past dozen years via the custom threshing route. Has he succeeded? Here is his six year **I H C Tractor and Thresher record.**

In 1910 Mr. Duncan bought a 45-H.P. Mogul Tractor and a 34-56 separator. He ran this and a smaller outfit for two years. In 1912 he sold the smaller outfit and bought a 30-60 Mogul and another 34-56 separator. These two rigs made money for him during the seasons of 1912, 1913 and 1914. In 1915 he sold the 45-H.P. tractor and bought two more 30-60 Moguls and one more separator. This big order he was able to make a cash-on-delivery purchase. During 1915 Mr. Duncan and six of his sons operated three 30-60 Moguls and three separators. This season he plans to buy another large outfit for the two youngest sons, making a total of four.

**International Harvester kerosene tractors and threshers** have been profit propositions for many years. That has been demonstrated by threshermen and farmers everywhere—and by agents.

The I H C tractor line now contains the following sizes and styles:

**Mogul 8-16 : Titan 10-20 : Mogul 12-25 : Titan 15-30 : Titan 30-60**

Here is proven, reliable economical kerosene power. Write to the nearest branch house for information on this subject that will benefit you.



**International Harvester Company of Canada, Ltd.**

### BRANCH HOUSES

At Brandon, Calgary, Edmonton, Estevan, Hamilton, Lethbridge, London, Montreal, N. Battleford, Ottawa, Quebec, Regina, Saskatoon, St. John, Winnipeg, Yorkton.



## The Best Dealer Must Be Backed By Prestige

Prestige is the supreme secret that steadily maintains the amazing demand for the cars we handle. Efficient organization, years of experience, unrivalled excellence—these are the considerations which must influence the dealer with big vision.

REO BRISCOE HUPMOBILE  
CHALMERS GRAY-DORT



5-passenger  
Touring Car  
\$1300  
f.o.b. Winnipeg

We want dealers who are in business not only for to-day, but who look ahead. Such dealers will remain in the automobile business permanently. They will not struggle to sell cars of questionable mechanical value. Why not lead in the automobile sales of your community? You can do so if you write us NOW for particulars of the cars that have reputation and prestige—the cars we handle!

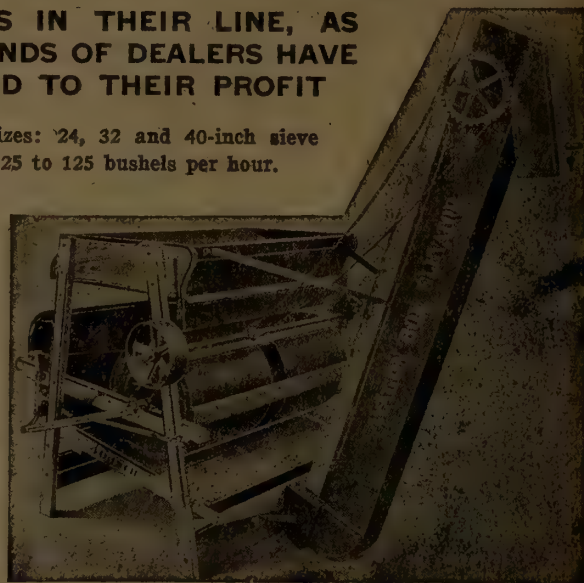
**Joseph Maw & Co., Limited**  
DISTRIBUTORS  
112-118 King Street Winnipeg

## BULL DOG FANNING MILLS

LEADERS IN THEIR LINE, AS  
THOUSANDS OF DEALERS HAVE  
PROVED TO THEIR PROFIT

Made in Three Sizes: 24, 32 and 40-inch sieve widths; capacities 25 to 125 bushels per hour.

See Our  
Grain  
Cleaning  
and  
Grading  
Machinery  
at  
Brandon  
and  
Regina  
Fairs



The 40-inch Power Bull Dog, with Wagon Box Elevator.

**Bull Dog Mills capture the Fanning Mill Trade for the Dealer, because—**

they clean oats, wheat, barley, timothy or clover equally well. They put an end to weeds, increase the average yield per acre, and make your customers independent of seed men and elevator men. Automatic feed; 10 to 16 foot elevator; power attachments supplied for 24 and 32-inch mills. Large supply on hand—can ship on the shortest notice.. Send your order.

**TWIN CITY SEPARATOR CO., LIMITED**  
Off Logan Ave. on Quelch Street Winnipeg, Man.



"It's Good"

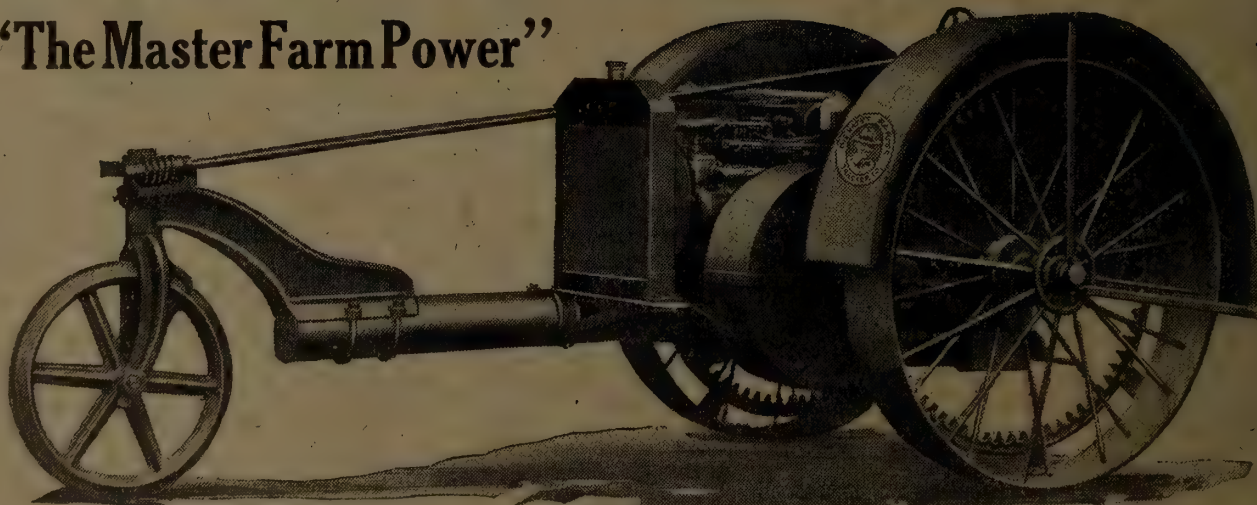
On view at Brandon Fair. We extend to each and every dealer an invitation to prove our statements by examining the

"HAPPY  
FARMER  
TRACTOR"

## Happy Farmer Tractor \$850

"The Master Farm Power"

F.O.B.  
Winnipeg



Standard  
Equipment  
includes  
Bennett  
Carburetor  
Air  
Cleaner

### THE "HAPPY FARMER" IS THE GREATEST TRACTOR VALUE YET PRODUCED

Practically all steel construction; simple and of unique design. Pulls two-thirds of its weight at the drawbar; 88 per cent of its total weight located on the drive wheels. Delivers 16 H.P. at the belt, 1500 lbs. at the drawbar, and does the work of 6 to 8 horses.

Designed to give a greater percentage of efficiency at the

drawbar than any other tractor of like piston displacement. No side draft; load is hitched directly in the center. Automatic steering control. Horizontal two cylinder opposed engine of exclusive design and great reserve power. Traction speed of 2½ miles per hour; belt speed 400 to 800 revolutions.

GET A CONTRACT FOR YOUR TERRITORY: DON'T DELAY

**HAPPY FARMER TRACTOR COMPANY**  
WINNIPEG

#### USE THIS COUPON

Please send me full particulars and agency proposition regarding the "Happy Farmer Tractor."

Name .....

P.O. ....

Prof. ....



# CANADIAN FARM IMPLEMENTS

VOL. XII., No. 8

WINNIPEG, CANADA, AUGUST, 1916

SUBSCRIPTION PRICE IN CANADA (Per Year, \$1.00 Per Copy, 10 Cents)



## UNION BANK OF CANADA

Established 1865

HEAD OFFICE ..... WINNIPEG  
Paid-up Capital ..... \$ 5,000,000  
Reserve Fund ..... 3,400,000  
Total Assets, over ..... 90,000,000

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London, England, Branches 6 Princes' Street and  
West End Branch, 26 Haymarket, S.W.

Head Office: Winnipeg

This bank, having over 315 branches in Canada, extending from Halifax to Prince Rupert, offers excellent facilities for the transaction of every description of banking business. It has correspondents in all cities of importance throughout Canada, the United States, the Continent of Europe, and the British Colonies. Collections made in all parts of the Dominion, and returns promptly remitted at lowest rates of exchange.

Winnipeg, Main St. Branch; D. M. NEEVE, Mgr. Portage and Garry Branch; F. J. BOULTON, Mgr.

## HAIL FIRE LIVE STOCK INSURANCE

### CARSON & WILLIAMS, BROS., LIMITED

720-726 Union Bank Building Winnipeg

PHONES (Private Exchange) MAIN 6112-3

REPRESENTING

THE LONDON MUTUAL FIRE INSURANCE CO.

THE MILLER'S NATIONAL INSURANCE CO.

THE CANADA HAIL INSURANCE CO.

THE GENERAL ANIMALS' INSURANCE CO.

APPLICATIONS FOR AGENCIES INVITED

## SELL WATSON'S IDEAL SLEIGHS



**STRONG:** More and heavier steel is used for rods, braces, raves, etc., than on other makes.

**DURABLE:** Only the best seasoned and straight-grained wood is used for runners, benches, poles, etc.

**CAST SHOES:** Of a special patented design of our own, greatly superior to any other.

**WELL FINISHED:** Painting, striping, varnishing done thoroughly and attractively.

**LIGHT RUNNING:** Runners are shaped so that the point of contact is directly under bench. They will ride on top of road. No skidding.

Having patent trussed bench—will not sag or break.

Made in all sizes, Steel or Cast Shoeing. Note our special Trussed Bench—a patented feature on Watson Sleighs. In our Ideal Sleighs we offer the dealer a superior sleigh in design, material, finish and value. Just consider the material: Runners—White Oak; Benches—Grey, Elm or Oak; Poles and Reaches—extra heavy choice White Oak.

We specialize in the manufacture of Farm, Bush and Light Delivery Sleighs. Don't wait until winter, but get in line now for the sleigh trade.

*John Watson Mfg. Co.*  
LIMITED

CHAMBERS AND HENRY STREETS, WINNIPEG

JANESVILLE GANG, SULKY AND WALKING PLOWS: REPAIRS FOR ALL MOLINE IMPLEMENTS

## OUR 1916 AGENCY PROPOSITION

OF THE

### DOMINION LINES

GIVES

Big Profits To Agents

WITH OUR FAMOUS

"Dominion" and "Goodrich"  
Sewing Machines and  
"REID" Cream Separators

You Can Meet All Competition

INVESTIGATE AT ONCE!

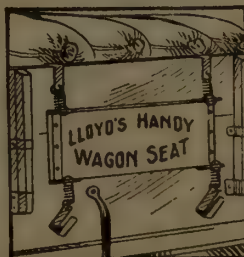
The Dominion Sewing Machine Company

80-82 LOMBARD STREET, WINNIPEG

## It Shortens the Longest Road

For Your Customers

Lloyd's  
Low-Down  
Spiral Spring  
Wagon Seat



The Wagon Loaded

Sleigh Box Made

Going Home

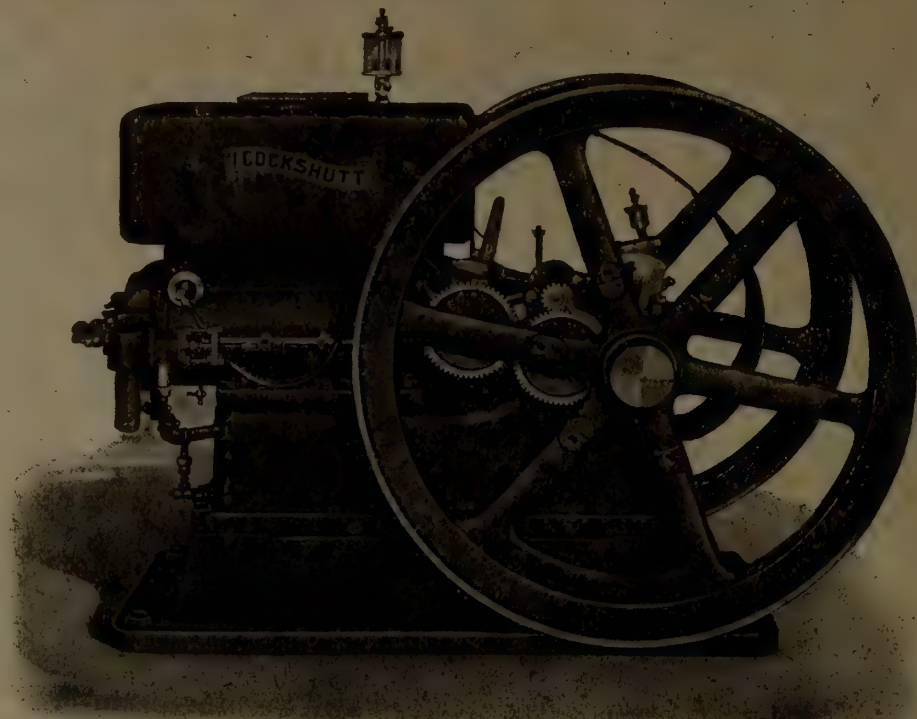
Light, strong, safe, durable. Takes no wagon space. Springs, tested to carry 600 lbs. Every farmer wants one. Low set, easy riding over the roughest road. Lay in a stock—they'll sell on sight this fall. Ask for our special dealer's offer.

Wawanesa Wagon Seat Company

Wawanesa

Manitoba





# Cockshutt Engines

Every farmer needs a Cockshutt Engine. The field for its sale is unlimited—in town and city as well as country, and implement agents are realizing more and more the tremendous possibilities for lucrative business that go with the agency for a strictly high-grade Gas and Gasoline Engine.

Have you started in the business? If not, do not delay a day longer.

We offer you an engine that has "made good" in every sense of the word, and a variety of types and sizes from which you can supply the demand of any customer—whether he wants  $1\frac{1}{2}$  h.p. or 60 h.p. Cockshutt Agents are in a position to "deliver the goods" promptly.

## Reasons Why You Should Sell The "Cockshutt" In Preference To Others

**GUARANTEED**—Because every Engine is guaranteed to develop the horse power for which it is rated—we know what each will do and stand behind each sale.

**SIMPLICITY**—Because Cockshutt Engines are easily understood and therefore adapted to general farm work where expert mechanics are not available. No delicate, complicated bits of mechanism to get out of order and give trouble.

**MATERIALS**—The best we can buy and make. Bronze bearings turned and hand scraped to a perfect fit, are used throughout. Cylinders and piston rings get particular attention—both in the quality of iron used and the accurate fit the inspectors demand.

**DOUBLE EXHAUST**—Because this feature allows the hottest burnt gas to escape at the end of the explosion. No warped valves or loss of compression with the Cockshutt system of exhaust—it insures a clean mixture of fresh air and gasoline for each explosion—a most important requisite.

**TESTING**—Because every Engine is severely tested before it leaves the factory. The "brake-test," to ascertain the Horse Power it is capable of developing, is thoroughly applied. It must develop considerably more than its rated Horse Power before our Inspectors are satisfied. That's your insurance against unsatisfactory service. This whole organization is behind every Engine sold.

Write us to-day for descriptive literature on Engines. Also for Catalogues on the full line of Cockshutt Farm Implements and Machines. Everything for the Farm.

# Cockshutt Plow Company, Limited

Branches at Winnipeg, Regina, Calgary, Saskatoon

Distributing Points: Red Deer, Lethbridge, Edmonton, Brandon, Portage la Prairie



# CANADIAN FARM IMPLEMENTS

Vol. XII., No. 8

WINNIPEG, CANADA, AUGUST 1916.

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## The Provincial Exhibition at Brandon Splendid Machinery Display—Record Attendances

The Provincial Exhibition at Brandon, held from July 17 to July 22, was the twenty-first annual fair at that city, and, on attaining its majority, Brandon Fair this year eclipsed all previous

Brandon a Mecca daily during Fair week. As in the past, Brandon ably maintained its reputation of being able to feed the multitude comfortably. On every hand there were refreshment

traced the attention of all was that of the Manitoba Agricultural College, whose display in the new dairy building was shown in a most effective manner. The following departments had sectional

poultry classes were exceptionally good, it being stated that the horse entries were the largest ever seen at Brandon. While the exhibit of dairy cattle was large numerically, the number of exhibitors was somewhat limited. The lusty crowing of thousands of Manitoba's prize poultry should have shown implement dealers that there exists a very large and untouched field in the way of poultry supplies in the prairie provinces.

The racing on Brandon's splendid track was, as usual, a great drawing card with the crowd, while the platform attractions were far above the average we are accustomed to at fairs, and would have, indeed, been a credit to the best vaudeville circuits. For the younger generation the performing elephants were a great source of interest—one little lad being heard to ask his father whether "you miked them from the long things in front?" the roller-skating turn and trapeze, and the acrobatic turns were excellent, while in a 300 h.p. military biplane Miss



Avery Tractors, 8-16, 12-25 and 18-36 H.P. pulling Avery Self-Lift Plows

records. The phenomenal growth of this great exhibition is readily seen when one considers that at the first Brandon Fair the sum total covering all prizes offered was \$700; this year to live stock alone \$20,000 was devoted, with at least \$2,000 extra in donations. Add to this \$15,000 for racing and general displays, and the prizes total a sum fifty times larger than the prize list of the original Brandon Fair. This year the president is Archie McPhail, who is the only charter member left of the original society who started the fair 21 years ago. Premier Norris formally opened the fair, while the Hon. Val. Winkler, Minister of Agriculture delivered an address.

The fact cannot be evaded that Brandon Fair grounds are unequalled for location and conveniences to handle large crowds. Fine weather, blue skies and blazing sunshine attended every day of the fair, while gay bunting and flags floated above thronged crowds which were disorged by the many special trains that made

booths and tents, while the beautifully shaded nooks in the grounds gave a resting place for countless weary sight-seers.

As usual the midway was the

exhibits which daily found a throng of farm folks: Field Husbandry; Animal Husbandry; Horticulture and Forestry; Extension Work; Poultry; Department of



Hart-Parr "Little Devil" Tractor, 15-22 H.P., with 3-furrow Cockshutt Power-Lift Engine Plow

center of attraction, the various side-shows being exceptionally good, and evidently successful in weaning the elusive quarter from the throng. An exhibit which at-

Physics; Botany and Biology; Dairy Department; Department of English; Engineering; Household Art and Household Science. The cattle, horse, sheep, swine and

Katherine Stinson daily outrivalled the birds in the wonderful evolutions she performed in the air. This young lady of very tender years must have the nerve of a



veteran aviator. Her control of the machine in volplaning and looping-the-loop is the best that we have seen—although from an insurance standpoint her profession was assuredly come under the heading of "hazardous."

As in past years the Indians, their squaws and families were at the fair in hundreds. On their old time camping ground they had

thing. Generally speaking, the excellence of every department at the fair was so good that only personal opinion can say what was really best.

On the 19th 32,000 people passed the gates—the largest daily attendance in the history of the fair. With a smile on his face, the popular manager, W. I. Smale, said that even with \$3,000 more in

chinery and equipment attracted the attention of the farmer and his wife as did nothing else; in fact we noticed that the gas engine and power washer were steady sources of attraction for the fair sex—who are quite awake to the fact that there is machinery that will greatly lighten the routine of their daily toil. From the smallest household device to the largest tractor everything was there for the farmer and his family to see and investigate with an end in view of purchasing mechanical means to eliminate manual labor. It is safe to say that the machinery display at Brandon this year surpassed that of any previous year. The light tractor plowing demonstration was a feature which was a complete success—a full report of it is given elsewhere in this issue of "Canadian Farm Implements." Starting from the extreme east of "machinery row" we herewith describe the various

#### Tractors, Threshing Machinery and General Implements

On the extreme east of the grounds stood the display of the Canadian Fairbanks-Morse Co., of Winnipeg. This company showed a Fairbanks-Morse combination thresher, comprising a 24-46 separator with full equipment, operated by a 15 h.p. type Z kerosene engine with a built-in-magnet. A line of type Z engines in 1½ (gas) 3 and 6 h.p. (kerosene) sizes were also shown, along with a power washer, grindstone and an 8-inch type M, grinder. Mr. Kemp, of the Winnipeg office, was in charge of the exhibit.

The Cushman Motor Works of Canada, Winnipeg, had a fine showing of their combination threshers and high-speed light weight Cushman engines. A 4 h.p. Cushman engine was operating a Langdon Ideal Automatic Self-feeder, as manufactured by the Hart Grain Weigher Co., Peoria,



Sawyer-Massey 16-32 H.P. Tractor, with 5-furrow Cockshutt Plow

erected a perfect tent town, and daily those impassive "first inhabitants" of the West wandered about the fair grounds, seeing everything with that stolid aloofness so innate to Indian character.

There were several recruiting stations upon the ground, while daily influxes of khaki-clad warriors from Camp Hughes kept things lively. The various battalion bands from the camp which performed daily were greatly appreciated by the thronged grandstand and track-side crowds.

The horticultural and farm and dairy produce displays were excellent. Butter-making competitions for professionals and amateurs were a great drawing card if the large crowds of farm ladies who watched the contests meant any-

prizes than in 1915, the board would be able to meet all current obligations and to pay \$20,000 on their indebtedness. It must be recollected that the grounds and buildings are owned by the association—making an enormous investment and maintenance for the fair association to meet. Behind Mr. Smale and the board, stand solid the citizens of Brandon—every one of whom is to be complimented for the way in which they boost this great annual event.

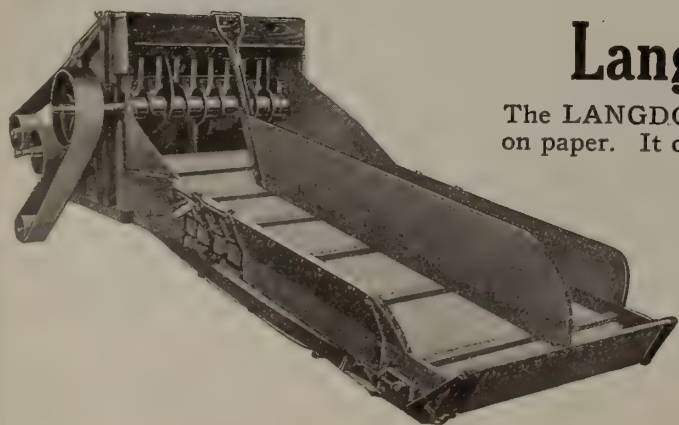
Whether or not it is an indication of the labor shortage which is prevalent in the West owing to the war, the interest of the daily crowds invariably gravitated toward the great machinery display for which Brandon Fair is justly famous. The latest in farm ma-



Goold, Shapley & Muir 15-25 H.P. "Ideal," with 5-furrow Cockshutt Plow

exhibits in the order of their stands. Needless to say the large numbers of implement dealers present only left the machinery exhibits in order to eat and sleep. To those who were not present the details of every individual exhibit should show what is latest and best in the machine line.

Ill. This feeder attracted much attention. A 4 h.p. Cushman unattached was also on view alongside an 8 h.p. Cushman combination thresher with a 31x40-inch separator equipped complete with a straw carrier, high elevator and hand-feed. Next came a 15 h.p. Cushman engine operating as a



## Langdon Ideal Automatic Self-Feeder

The LANGDON IDEAL backs up every claim made for it, and does it in the field—not just on paper. It operates on the principle of hand feeding, handling the dry, straight bundles very fast, while the wet, tough and tangled ones are delivered more slowly, giving the separator and engine an absolutely uniform and even load at all times. It positively will not slug the cylinder.

Your Customers need the Langdon this year, it is the best possible way to overcome the problem of labor shortage.

OUR AGENCY PROPOSITION WILL INTEREST YOU

MANUFACTURERS:

HART GRAIN WEIGHER CO., Peoria, Illinois, U.S.A.

General

Distributors:

CUSHMAN MOTOR WORKS OF CANADA, LTD. Winnipeg, Man.



combination outfit a 24x46 Lincoln separator with hand-feed attachments, wind stacker, wagon loader, etc. These engines were equipped with high-tension magnetos and are radiator and fan cooled. Manager A. E. Donovan was in charge of this very complete exhibit of the company's lines.

The Gasoline Engine and Supply Co., Winnipeg, showed one of their Waterloo Boy kerosene tractors, 12-24 h.p., with a two-cylinder horizontal motor, 6x7 inches, and high-tension ignition. This tractor is specially built for kerosene, and was operating a 28-40 Junior Red River Special separator with full attachments.

Nichols & Shepard Co., of Battle Creek, Mich., and Winnipeg, showed a 25-85 h.p. rear-mount steam engine operating a 36x60 separator; a 20 h.p. steam driving a 32x52 separator, and 25-50 h.p. gas tractor operating a 28x40 regular Red River Special. All the separators were fully equipped; a 28x40, a 22x36 and a sample thresher cylinder completed the largest exhibit that this company have ever put on at Brandon Fair.

The Hart-Parr Co., Charles City, Iowa, and Portage la Prairie, had on view a 40-60 h.p. Hart-Parr kerosene tractor driving a 37x60 Money-maker separator with full attachments. A "Little Devil" tractor by the Hart-Parr Co. developing 15-22 h.p. on kerosene, was also on exhibit, operating a 24x44 "Money-maker" separator fully equipped. The "Little Devil" is a light tractor designed for general farm work.

The Minneapolis Threshing Machine Co., Hopkins, Minn., and Winnipeg, showed a 20-40 h.p. gasoline-kerosene engine operating a 32x52 separator fully equipped.

The Emerson-Brantingham Implement Co., Rockford, Ill., and Regina, had on display a 12-20 h.p. Model L kerosene tractor, which was operating a 24-inch "Geiser" separator with all attachments.

The Robert Bell Engine and Thresher Co., of Seaforth, Ont., and Winnipeg, showed a 22 h.p. simple steam engine operating a 36x60 Imperial separator with all attachments.

The Canadian Avery Company, Winnipeg and Regina, had on exhibit one of their 20 h.p. tractors operating a 32x54 separator fully equipped. A 12-25 h.p. gasoline-kerosene engine ran a 22x36 separator with full attachments. Five, four, and 3-furrow Avery self-lift plows completed an interesting display by this concern. The plows were demonstrated.

George White & Sons, London, Ont., and Brandon, had on view

a 17 h.p. simple steam engine operating a 28x46 Challenge separator, fully equipped; a 20 h.p. simple steam engine driving a skeleton separator, 32x44 in size; and a 25 h.p. steam plowing engine operating a 40x66 separator fully equipped. A 36x60 Challenge separator, unattached, completed this exhibit.

The Brandon General Agency of the International Harvester Co., of Canada had on view a very comprehensive exhibit of their lines. On a bench was shown a display of machined engine parts—gears, pistons, fly-wheels, bearings, etc. This attracted considerable attention. A P. & O. No. 3 Little Genius 3-furrow plow; an

Oliver automatic 3-furrow plow, and I.H.C. delivery auto truck, and a patent tongue truck for Deering and McCormick binders were also in evidence. Titan stationary engines in 1, 1½, 2½ and 4½ h.p. were shown, also a 1 h.p. Junior Mogul and a 4 h.p. Mogul engine. A 10-20 h.p. Titan kerosene tractor operated a 20x34 Goodison separator fully equipped; an 8-16 h.p. Mogul, a 20x32 New Racine separator, with full attachments, and a 15-30 h.p. Titan kerosene tractor was hitched to a 28x42 Goodison separator fully equipped. A 10-20 h.p. Titan, kerosene, operated a 20x32 Goodison separator, and an 8-16 h.p. Mogul engine a 20x32 New Racine

separator with all attachments. A 15-30 h.p. Titan, operating on kerosene, drove a 28x42 Goodison separator, while a 25 h.p. portable gasoline-kerosene engine operated a 30x50 Buffalo-Pitts separator fully equipped. Driving a 27x42 Aultman-Taylor separator was seen another 25 h.p. portable gasoline-kerosene engine, while a 12-25 h.p. Mogul operated a 28x48 New Racine separator. Water and



**London "Handy" Concrete Mixer**  
Pays for itself in fifteen days' use. It mixes any kind of concrete or mortar. Send for catalog No. 1K. London Concrete Machinery Co., Dept. K., London Ontario. World's Largest Manufacturers of Concrete Machinery.



## Seeing IS Believing

That fact was shown by the crowds that trailed our tractors at the Brandon Plowing Demonstration. Tractor prospects by the score crowded after the 8-16, 12-25 and 18-36 h.p. Avery Tractors and Plows. Three, four and five bottoms were pulled; farmers said they never saw better plowing.

## AVERY TRACTORS AND PLOWS

Are the outfits you will find attract most attention at all leading plowing demonstrations, contests and exhibitions. We are proud of the records that they have made. There is a size for every farm. Six sizes make every tractor prospect an Avery prospect.

**5-10, 8-16, 12-25, 18-36, 25-50 and 40-80 H.P.**

The dealer handling the Avery line never has to lose a sale, because the Avery is the most complete line of tractors built. Standardized; ideal for plowing, threshing and all belt work. Write at once for the latest Avery catalog and unequalled selling proposition.

Western Canadian Distributors

**CANADIAN AVERY CO., LIMITED**

WINNIPEG AND REGINA

# AVERY



oil tanks and wagons completed a very fine display of machinery by this company.

The Sawyer-Massey Company, Regina and Winnipeg, had on view a 16-32 h.p. kerosene tractor, unattached; a 27-50 h.p. gas tractor and a 60 h.p. simple steam engine operating a 32-56 Great West separator fully equipped. A large 68 h.p. simple steam plowing engine was also shown, along with a 27 h.p. portable gas engine driving a 28x44 Great West separator with all attachments. Water and gasoline tanks completed the exhibit of this concern.

The Canadian Stover Co., Brandon, gave their usual display of engines, washing machines, feed grinders, saw frames, etc.

The Huber Manufacturing Co., Marion, Ohio, and Winnipeg, displayed a 15-30 h.p. gasoline-kero-

sene Huber tractor, and a 25 h.p. single cylinder steam engine driving a 28x48 Huber separator with all attachments. Another 28x48 Huber separator was driven by a 25 h.p. portable engine. Two 24x42 separators fully equipped were also on view, one driven by a "Twin City" tractor and one by a Bull tractor.

The J. I. Case T. M. Co., Racine, Wis., and Winnipeg, had on view a 65 h.p. simple steam engine operating a 36x58 Case separator; a 30-60 h.p. gas tractor on a 28x52 separator; a 20-40 h.p. gas tractor operating a 32x54 separator, and a 12-24 h.p. gasoline-kerosene tractor a 24x42 separator. A 10-20 h.p. gasoline-kerosene operated another 24x42 separator, while a six-furrow Case-Sattley automatic plow, and two 16-barrel gasoline tanks completed a very com-

prehensive display of this concern's goods.

The Garden City Feeder Co., Regina, showed types of their well-known feeders in straight and wing types, one being operated by a 1½ h.p. "Ideal" engine.

R. A. Lister Co., Winnipeg, attracted much attention with their combination threshing outfit, which embodied a 9 h.p. Lister gasoline engine operating a 24x32

manufacturing Co., of Portage la Prairie, and the Gould, Shapley & Muir Co., of Winnipeg and Regina. These concerns showed a series of "Ideal-Champion" combination threshing outfits. A 22 h.p. Ideal gasoline-oil engine drove a 28x42 Champion separator; and another 22 h.p. Ideal a 24x36-inch Champion with self-feed, wind stacker and wagon loader. A 12 h.p. Ideal



"Waterloo Boy" Tractor pulling 3-furrow John Deere Tractor Plow

## ATTENTION! HARDWARE MERCHANTS IMPLEMENT DEALERS AND PUMP MEN



**W**E are the largest Manufacturers of wood and iron pumps in Western Canada. We carry complete stocks at both Brandon and Calgary for immediate shipment. If you live in Alberta write Calgary; if you live in Manitoba or Saskatchewan write Brandon.

Write us for our new Catalog before you order, or send us a trial order and you will be convinced that you can buy cheaper from us than elsewhere.

**Manitoba Engines, Limited**  
Brandon, Man. and Calgary, Alta.



separator equipped with bagger, tailing elevator, straw carrier or blower. This outfit stands on a six-wheel patented truck, and runs with practically no vibration.

The Bull Tractor Co., Winnipeg, showed two of their 7-20 h.p. tractors, three-wheel machines having 2-cylinder opposed engines, with 5¼x7 bore and stroke. One was operating a 22x40 New Huber separator fully equipped.

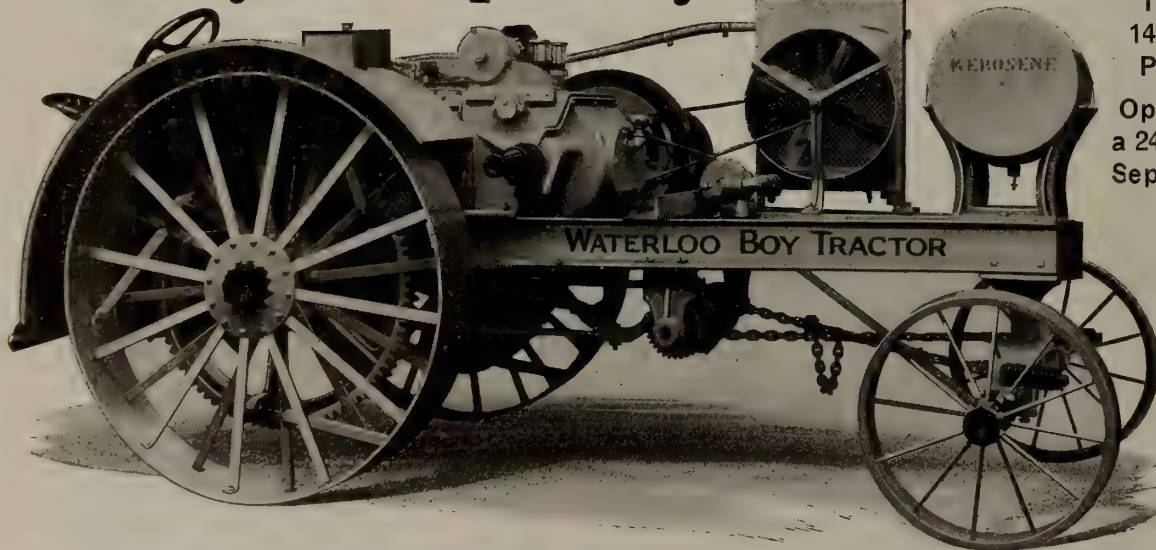
A very fine combination exhibit was shown by the Waterloo Man-

operated a 24x36 Champion separator with hand-feed, straw carriers and wagon loader. A 22 h.p. Ideal portable, gasoline or oil engine was attached to a 28x42 Champion fully equipped; and an 18 h.p. Waterloo simple steam tractor operated a 28x42 Champion separator. A 22 h.p. steam drove a 33x52 separator, and a 25 h.p. steam engine a 40x62 Champion, fully equipped. A 15-25 Ideal hopper cooled gasoline or oil tractor was also in evidence. Alongside it was whirling an 8-foot Ideal pumping windmill, while an Ideal cement mixer was also on view. A 4½ h.p. Ideal engine (gas or oil), a 10-inch Maple Leaf grain grinder, a 1½ h.p. Ideal engine operating a pump, and an excellent model of the Ideal-Champion combination thresher completed one of the best exhibits on the grounds.

J. D. Adshead & Co., Winnipeg, showed one of their "Happy Farmer" tractors, a 3-wheel tractor developing 8-16 h.p., with a 2-cylinder engine, 5x6½ inches. This engine is of practically all steel construction and of novel design. It attracted much attention. This company also showed a "Peoria" kerosene tractor, a 3-wheel 8-20 h.p. machine with a 4-cylinder engine, 3¼x5 inches. The tractors weigh 3,200 and 3,900 lbs. respectively and handle two-furrow plows. They are adapted for all farm operations.

Manitoba Engines Limited, Brandon, had an excellent display of their widely known goods in their permanent building in the grounds. They showed one 1½

## Profit by Its Popularity



Handles  
Three  
14-inch  
Plows

Operates  
a 24-inch  
Separator

## The Waterloo Boy Kerosene Tractor Leads the Field

Offers implement dealers the strongest assurance of a large, permanent and profitable business. The Waterloo Boy meets all the needs of the average farm. Supplies ample power for every purpose. Built to operate on Kerosene, and saves \$150 to \$200 yearly in fuel cost compared with gasoline tractors of equal power. Simple design; a boy can operate it. Self-steering while plowing; self-oiling; all parts easily accessible. User's report a fuel consumption as low as 1½ gallons of Kerosene to the acre. Get the agency for this tractor. It is a powerful "puller" for both farmer and dealer. We Sell: gas engines, grinders, saws, electric light plants, hand and power washers, grain elevators, small separators, etc.

Alberta representative: H. P. NORTON & Co., Calgary.

Machines in Stock at Winnipeg, Regina, Saskatoon and Calgary

**GASOLINE ENGINE & SUPPLY CO., Ltd.,** 104 Princess Street  
WINNIPEG, Man.



h.p. Manitoba Engine, air-cooled and two 1½ h.p. engines water-cooled. Skidded engines were shown in 5, 7, 9 and 12 h.p. sizes, the 7 h.p. being the vertical type. Skidded horizontal engines in 14 and 17 h.p. sizes were also shown, also a 30 h.p. Manitoba portable. An engine driving a pump and washing machine, and a 10-foot Manitoba pumping windmill were also shown. Grinders in 8, 10 and 12-inch sizes were on view, also a display of wood and iron pumps, pump jacks, saw frames, belting, etc. A very interesting exhibit by this company was a number of 18-lb. high explosive shells made by them for the government. These shells were rejected for some slight error in size, and were being sold to sightseers, the proceeds being donated to the Manitoba Patriotic Fund. Manager Ames was in charge of the exhibit.

Gray-Campbell Ltd., Moose Jaw and Winnipeg, had a nice display in their permanent building. One of their Chatham kitchen cabinets were shown, also three of the well known Chatham fanning mills in 25, 33 and 50-inch sizes. Four buggies, three with tops; four cutters, a finely finished school van and three delivery rigs were also on view. This company

also showed a Gray-Dort automobile with a buggy mounted behind, an excellent arrangement for the dealer who wished to show his vehicles throughout his territory.

The Loudon Machinery Co., Winnipeg, showed their line of



"Twin City" 15-30 Tractor, with John Deere 3-furrow Plow

hay and litter carriers, hay slings, hay forks, steel stalls and stanchions, etc. A horse stall, and bull and calf pens were also shown. Sections of steel stalls and mangers were shown erected on a permanent concrete foundation.

Beatty Bros., Ltd., Winnipeg, had on hand a large display of their famous sanitary barn equipment. Prominent in this display were a series of cattle stanchions, mangers, water troughs, hay forks and litter carrier. B.T. feed carriers were a feature of this dis-

completed a very nice exhibit by this company.

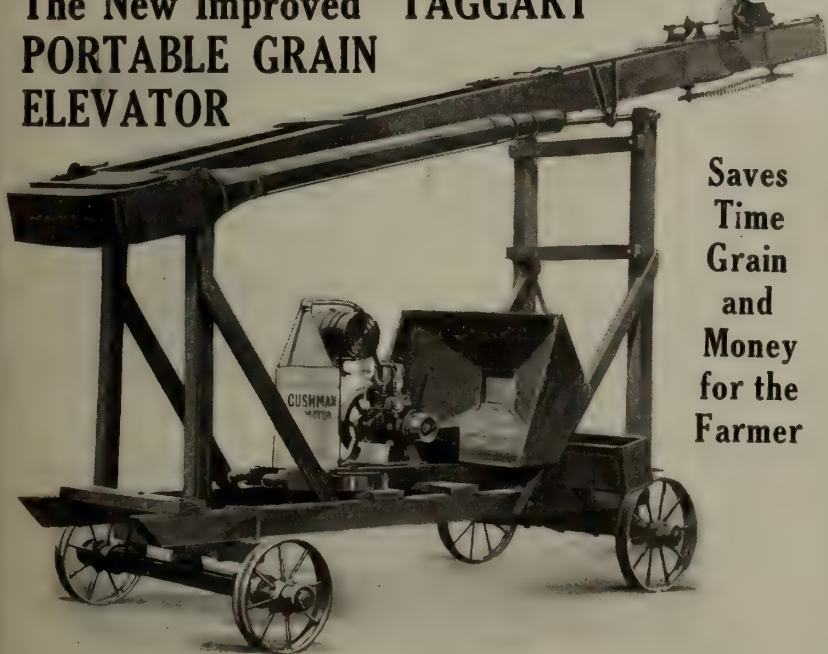
The Stewart Sheaf Loader Co., Winnipeg, attracted much attention with one of their new improved Stewart Sheaf Loaders, which was a great center of attraction.

The Western Steel and Iron Co., Winnipeg, had on display one of their "Stayput" sectional all steel granaries of 1,000 bushels capacity. A Hercules pickler of 30-50 bushels per hour capacity was also shown, along with a 1¾ h.p. Dreadnaught engine and a line of pump governors. A Hansmann binder hitch for use on binders, drills, etc., completed a very nice exhibit.

The Western Corrugated Culvert Co., Saskatoon, had on view samples of their Western Steel three-way road drags, also Western Steel single drags. These road drags are of splendid design and have an 8-foot concave blade which should do good work in road maintenance. Thos. Richardson was in charge of this interesting exhibit.

Cloutier & Poirier, Tenth St., Brandon, had on view one of their Perfection plow hitches, attached

## The New Improved "TAGGART" PORTABLE GRAIN ELEVATOR



Saves  
Time  
Grain  
and  
Money  
for the  
Farmer

The most economical machine that the dealer can handle. Takes all the back-breaking drudgery away from handling grain. The New Improved "Taggart" gives the greatest efficiency obtainable in grain elevating machinery. Handles 750 bushels per hour with ease, whether at the car or bin. Very reasonable in price.

### GREAT CAPACITY LOW COST

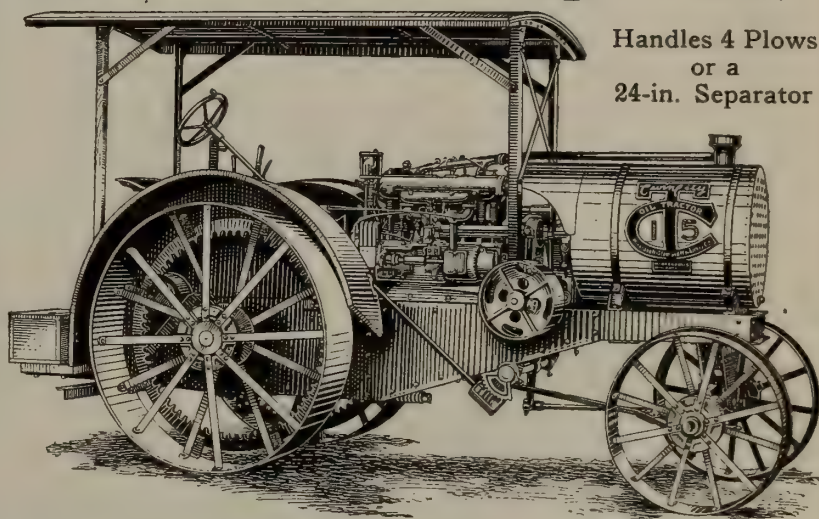
The New Improved "Taggart" is built throughout of the best materials. Every part carefully machined and assembled. Hopper and conveyor are adjustable; flow of grain is regulated by cut-off slide. Worm conveyor, extra large buckets and flexible spout deliver the load at any angle or height up to 21 feet.

Ask for our Liberal Proposition to Dealers. You can sell this Elevator. Get the Agency NOW.

**Cushman Motor Works of Canada, Ltd.**

Builders of light weight, high grade Gasoline Engines for all Farm Power Work  
289 Princess Street, Winnipeg

## The Twin City "15"



Handles 4 Plows  
or a  
24-in. Separator

## The LIGHT TRACTOR that Gets the Trade



Built in  
Four  
Sizes:

Twin City "60"  
Twin City "40"  
Twin City "25"  
Twin City "15"

Simply a small model of the Big Twin City Tractors, and built on the same general design; 4-cylinder heavy duty motor —2 speeds—burns kerosene. Sells at a lower price per horse-power —weighs less per horse-power. Will give more all-around economical service than any other light-weight tractor. The smallest and most perfect farm power yet produced.

**All Burn Kerosene  
Distillate and Gasoline**

Get our Liberal Agency Proposition. Write To-day.

**Minneapolis Steel & Machinery Co. of Canada, Limited**  
923 LOGAN AVENUE WEST  
WINNIPEG



to a John Deere plow. This hitch attracted considerable attention.

The Brandon Machine and Implement Works, Brandon, showed a portable grain elevator of their particular design.

J. E. Wareham, Brandon, showed a section of his rib cement silo, which is built of slushed rib cement staves which interlock. This silo is of very solid design and should be exceptionally long lived.

The Twin City Separator Co., Winnipeg, had on view a splendid display of their seed cleaning and grading machinery. Bull Dog fanning mills were shown in hand and power sizes, 24, 32 and 40-inch sieve widths. Two three-roll and one six-roll Bull Dog wild oats separators attracted a great deal of attention by the splendid work they did. A 1½ h.p. Bull Dog engine operated a 40-inch Bull Dog mill equipped complete with a 10-foot wagon loader. Bull Dog immersion picklers were also on view, while a very interesting feature in the exhibit was a new elevator-blower recently produced by this company. This machine is driven by a 2½ h.p. engine, the grain being dumped into a large hopper from which it enters the hub of a rapidly revolving fan. The latter, by centrifugal force blows the grain up the ele-

vator spout to a height of 20 feet. Manager Grout, who was in charge of the exhibit, stated that this elevator blower handles 250 bushels of wheat or 300 bushels of oats per hour. Any size engine can be used—capacity varying with power used. The Twin City display was a great centre of interest for farmers.

The Ideal Fence Co., Winnipeg, showed a line of their well known woven-wire fencing, also their gates, lawn and farm fences in various sizes, etc.

The Maytag Company, Winnipeg, showed one of their Ruth Feeders driven by a one horse-power engine. They also showed two of their Maytag multi-motor washers which certainly pleased the women folks. Hand washers, power washers, and the ½ h.p. Maytag engine, as used on the multi-motor washer, were also in evidence, making a very fine display of their goods.

Henry Rustad, Winnipeg, displayed one of his Meadows portable grain elevators and track loaders, also an automatic electric washer driven by a motor, a churn being run off a counter-shaft. A 20-light accumulator electric lighting plant run by a 2 h.p. engine was also shown,

along with a 1½ h.p. United Engine.

The Canadian Oil Companies, Winnipeg, showed a line of their greases, lubricating oils and White Rose gasoline.

The Imperial Oil Co., Brandon, had on view samples of their Premier Gasoline, Polarine, Standard gas engine oil and Royalite.

#### Dairy Machinery

The Brandon Creamery and Supply Co. had on view a display of their Beatrice cream separator.

R. A. Lister & Co., Winnipeg, had a very nice display of their goods in the manufacturers' building. A 40-light Lister-Bruston electric lighting plant was illuminating the stand, while a 4 h.p. "Canuck" gasoline engine was also in evidence. One of the well known Lister grain grinders was flanked by a display of Premier cream separators in 300 lbs. sizes, also a row of the famous Melotte cream separators in a variety of sizes. D. N. Jamieson, manager at Winnipeg, was in charge of the exhibit. In the No. 5 dairy barn an exhibition of milking by the Lister milking machine drew large crowds twice daily. Two single and one double units were shown, the air pump being operated by a 3 h.p. Lister engine. It

was a sight to see how the farm women flocked around this machine that milked "Bossy" without an atom of trouble. The attendant was kept busy answering the questions fired at him by the ladies.

The De Laval Dairy Supply Co., Winnipeg, had on display four of their well known De Laval cream separators in 335, 450, 675 and 900 lbs. capacity. "Alpha" gasoline-kerosene engines in 1½ and 2½ h.p. sizes were also shown, along with a nice display of Eureka churns, power churns, Babcock testers, butter coolers and separator and engine oils.

#### Automobiles

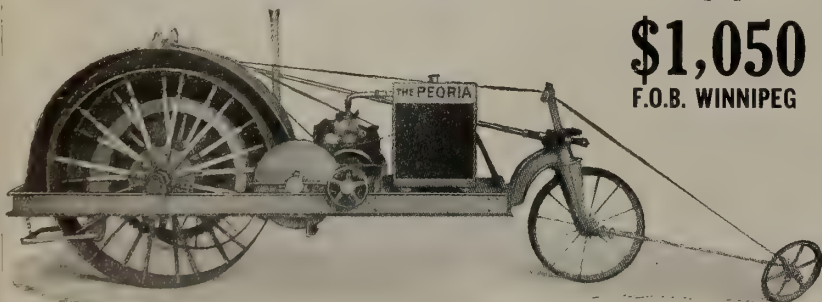
In the space below the grandstand, Joseph Maw & Co., Winnipeg, had a fine showing of their automobile lines; 1917 models of the famous 3,400 R.P.M. Chalmers Six 30 car attracted much attention. These cars were shown in five and seven-passenger sizes. Two models of the Gray-Dort five-passenger touring car were also shown, equipped with electric self-starters. R. Gray, president of the company was present along with J. B. Byers. This excellent exhibit of the Maw autos was in charge of Stanley Maw and E. J. Parker.

## Solving the Farm Power Problem

### The PEORIA KEROSENE Tractor

At Every Motor Speed **SUCCESSFUL** At Every Drawbar Load

Complete with Self-Steering Attachment and Kerosene Equipment



**\$1,050**  
F.O.B. WINNIPEG

## The Peoria Does ALL the Farm Work

Did you see the natty Blue Boy plowing at the Brandon plowing demonstration? It certainly stirred up some interest, and backed up every claim we make for it. Just because it showed the Peoria Tractor way of using kerosene so that it is non-carbonizing, highly explosive and powerful. We guarantee the Peoria with a gallon of kerosene to do more work than a gallon of gasoline in any other tractor. One of these tractors in the hands of your customer assures you the tractor business in your territory.

Develops 8 H.P. at drawbar, 20 H.P. at belt. Strong, high class, heavy duty 4-cylinder engine. The best light tractor offered the implement dealer. Remember the price—\$1,050. The Peoria is just what your trade wants.

**Write Now for Dealer's Proposition**

**J. D. Adshead Co.**

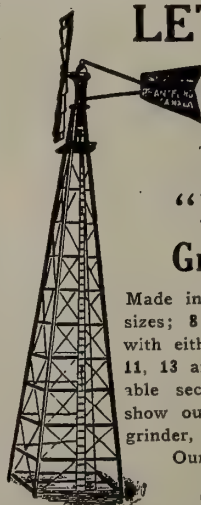
LIMITED

Winnipeg, Man.

Please give me details of the Peoria Tractor, and what it offers as an agency proposition.

Name .....  
Address .....  
Province .....

## LET'S GET ACQUAINTED



You can add to your Profits and Prestige by selling the Goold, Shapley line. No better goods are made.

### "Maple Leaf" Grain Grinders

Made in 6, 8, 10, 13 and 15-inch sizes; 8 and 10 in. are equipped with either flat or concave plates; 11, 13 and 15-in. with flat, removable sectional plates. Above we show our low base, heavy service grinder, with sectional flat plates.

Our grinders sell, satisfy and stay sold.



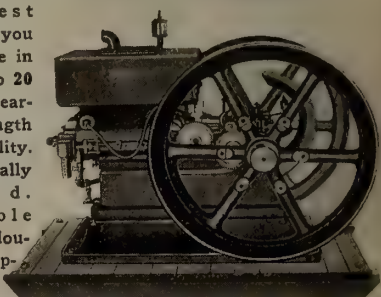
### "Ideal" Gas, Gasoline or Oil Engines

Made in 18 different sizes—from 1½ to 60 h.p. Equipped with high tension igniters—no batteries required. Double exhaust, low fuel consumption. Get particulars of the "Ideals."

### "Ideal" Double-Geared Pumping Windmills



The cheapest farm power you can sell. Made in sizes from 8 to 20 feet. Double gearing gives strength and durability. Automatically governed. Towers double braced and double girted. Supplied in either 3 or 4 post.



Dealers: A letter will bring you full particulars of our lines and agency proposition. Why not write to-day?

**GOOLD, SHAPLEY & MUIR CO., LIMITED**  
Winnipeg Regina Calgary



**Implement Patent Dispute**

The court of appeal gave judgment on July 7 in the patent right dispute case of the Eagle Manufacturing Co., Dauphin, vs. Sparks. Appeal was dismissed. Sparks, the defendant, entered into a partnership with Eagle, who patented a scrub cutting machine for breaking scrub land by tractor power. A joint stock company was formed, each taking \$7,500 worth of stock. The company was forced to liquidate, and Eagle sought to have Sparks pay for the number of shares he held in the concern. Judgment was decided in favor of Sparks, against which judgment the liquidator appealed.

**N. G. E. A. Officers**

At the annual election of the National Gas Engine Association held in Chicago, June 29th, the following gentlemen were elected:—President, C. E. Bement, Novo Engine Co., Lansing, Mich. Secretary, H. R. Brate, Lake-mount, N.Y. Among the ten vice-presidents elected for the coming year is R. Harmer, president of the Sawyer-Massey Co., Hamilton, Ont., and G. M. Gillete, vice-president Minneapolis Steel and Machinery Co., Minneapolis.

**New Sharples Vice-President**

At a recent meeting of the board of directors of the Sharples Separator Co., West Chester, Pa., C. M. Burdette was elected vice-president of that company. Mr. Burdette became associated with the concern about seven years

ago as a salesman. He has advanced steadily, filling various executive positions with marked ability. He is a strong advocate of close co-operation between the dealer and the manufacturer.

**Rumely Official Resigns**

John H. Guy has resigned as vice-president and treasurer of the Advance-Rumely Thresher Company, La Porte, Ind. His resignation is in accordance with an understanding with the directors of the company at the time of the reorganization. It is reported that President Finley P. Mount will assume the duties of general manager of the company.

**Deere Get U. S. Army Contract**

The John Deere Wagon Co. of Moline, Ill., has been awarded a contract for the manufacture of 1,000 wagons for Army use by the U. S. Government, at a price of \$127.60 each. This is the first order ever placed in Moline by the Government for wagons and naturally the officers of the company are pleased with the success of their bid.

**Winnipeg Plant Busy**

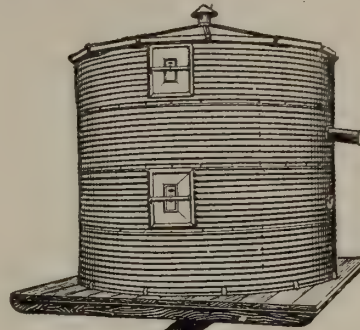
The Munro-Hero Manufacturing Co., Winnipeg, the home of Hero fanning mills, report that they are very busy in their plant at present. Large quantities of these well-known fanning mills are being manufactured. This mill enjoys a very favorable reputation throughout the west. The company say that at the Manitoba Agricultural College and the

Brandon Experimental Farm, the Hero mills are giving the greatest satisfaction. Grain tanks, thresher tanks, sleighs, separators, smut machines, ornamental iron fencing and spring beds, are other products of this plant, to which a new foundry has recently

been added. The factory is excellently located, having 365 feet of railway trackage on its own property, giving fine shipping facilities.

Time to push the fanning mill trade in your territory.

## You Get the Granary Business— and Hold it—when you sell your customers the “EASTLAKE”



Farmers who KNOW endorse this granary. It saves time and labor; affords absolute protection from fire, weather and vermin. Sell it this season. Dealers who handle the

**“EASTLAKE” Portable****Corrugated Steel Granary**

get the granary trade in their territory. Get full particulars of our agency proposition NOW. Read what one farmer says:

Norman N. Ferguson, of Abernethy, Sask., writes: “The ‘Eastlake’ Granary arrived O.K. I have set it up. It went together fine. It is a dandy piece of workmanship.” Note these many excellent features:

Filed from any side.	Machine-made throughout.	
Two Unloading Chutes with padlocked cut-offs.	Interchangeable and removable side and roof sections.	31
Two Pressed Steel Doors.	No cast iron used anywhere.	
STRONG—RIGID—DURABLE—SIMPLE—EASILY ERECTED		
Not expensive. Write for our complete illustrated circular.		

**The Metallic Roofing Co., Limited**

797 Notre Dame Ave.

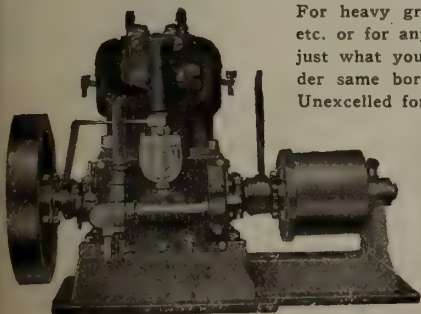
Manufacturers

WINNIPEG

We make all kinds of Sheet Metal Building Materials

# CUSHMAN—The Original and Successful Light-Weight Engine

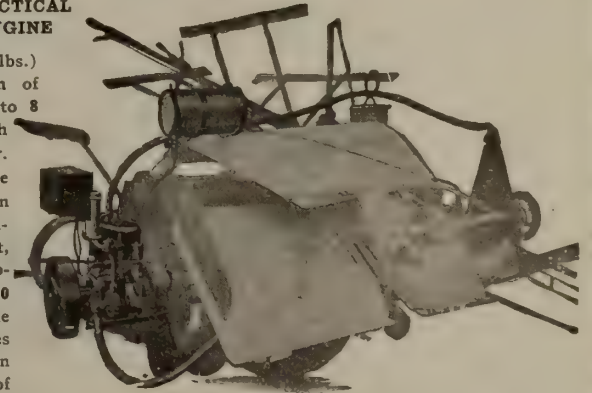
Weight only 40 to 60 lbs. per H.P. Built for All Farm Work. The 4 H.P. Cushman does all ordinary work and can be attached to Binders, Potato Diggers, etc. Equipped with Throttle Governor, Schebler Carburetor and Friction Clutch Pulley.

**Sell the 8 H.P. Cushman. Weight 320 Lbs.**

This two-cylinder engine is unequalled for heavier work than the 4 H.P. can handle. For heavy grinding, driving small threshers, etc. or for any power from 3 to 9 H.P., it is just what your customers want. Each cylinder same bore and stroke as in the 4 H.P. Unexcelled for steady power production. The 15 H.P. Cushman weighs only 780 lbs. and 20 H.P. only 1,200 lbs. Cushman Engines are not cheaply built, but are designed carefully and built of only the best materials. They are cheapest for your customers in the end. Ask about our agency offer for your town.

**4 H.P. Cushman THE ONE PRACTICAL BINDER ENGINE**

Cushman Binder Engines (weight 167 lbs.) attachable to any binder, save a team of horses and enable the farmer to cut 6 to 8 acres more a day. They save horse flesh and eliminate wear and tear on the binder. The horses only pull the weight of the machine. Thousands of acres of grain were saved last year by the aid of Cushman engines. Grain can be cut on wet, soft or muddy ground, and whether upright, fallen, wet or dry. Costs only 80 cents a day to operate. And the same engine will do many jobs in many places for your customers, instead of one job in one place. Write us for full particulars of this big selling all-around-the-farm engine.



**CUSHMAN MOTOR WORKS OF CANADA, LIMITED**  
289 Princess Street, Winnipeg, Man. Distributing Warehouses: Toronto, Ont. and London, Ont.

Builders of High Grade, Light Weight, High Power Engines for General Purpose Farm Work

Exclusive Selling Agents for: Langdon Ideal Self Feeders—Fanning Mills—Smut and Pickling Machines—Vacuum Washing Machines—Lincoln Grinders—Lincoln Saws—Incubators—Universal Hoists—Portable Grain Elevators—Wagner Hardware Specialties—Mountaineer and Little Giant Neck Yoke Centres





## The Sharples Agency Most Profitable

Why waste your time and efforts pushing the sale of a fixed-feed disc separator which is in every essential feature just like another make of separator which your competitor can furnish for less money?

You may claim yours to be more carefully built, to be better known, but when

your competitor shows a cheaper separator that looks just like yours, has the same discs, much the same bowl, same method of operation, same features, and does the same work in the same way, the farmer will buy the cheaper and your work goes to the benefit of your competitor.

By dint of hard work you may be able to sell some of yours, but what is the use of wasting your time and energy in that way, largely for the benefit of your competitor? With the agency for the

# SHARPLES

## SUCTION-FEED CREAM SEPARATOR

you will be selling the only Separator in existence that: skims clean at widely varying speeds; makes even quality cream at all speeds; may be turned slow or fast, according to strength; will automatically increase in capacity with the speed; has no discs to wash.

All of these are *exclusive* Sharples features. The Sharples is the handsomest, the most efficient, and the most durable separator made. It is thoroughly advertised and carries with it the unmatched *Sharples Service*.

There is no better time than right now to send in your application for a Sharples contract. There is cream separator business all around you.

You can get more of it and make more profits on it with the Sharples than with any other. Your customers will be better satisfied and bring you more trade along other lines. Our book "*Velvet*" for Dairymen tells all about the New Suction-feed. Write today for it and our liberal 1916 contract.



Sharples Tubular Bowl,  
easy to wash—no discs.

## The Sharples Separator Co.

Also Sharples Milkers and Gasoline Engines

West Chester - - - Pennsylvania

Chicago

San Francisco

Portland

Toronto

## The Milking Machine a Factor on the Dairy Farm

Milking machines are attracting more attention this year than at any other time since they were first introduced into this country. There's a reason. The labor problem, which promised a few months ago to be relieved by a widespread business depression, has now been aggravated by war. Many thousands of our young men have enlisted for active service. Munition factories are continually calling for more men. Unless all signs fail, the continuance of the war through next summer will mean an ever greater scarcity of competent labor for farm work than we have yet experienced, and of all farmers, the dairy farmer will feel the pinch most.

Crops can be gotten into the ground and harvested in their season, largely by means of mechanical aids and friendly co-operation among neighbors at rush seasons. That mechanical invention has made possible the solution of the milking problem to almost the same degree, is not so generally recognized. Dairy farmers, however, fully appreciate the gravity of the labor situation, and are looking for more light on the pros and cons of machine versus hand milking says a writer in a farm journal. "What do you think of the milking machine?" is the question I am asked by fully 90 per cent of the farmers I visit nowadays. The other ten per cent already have machines and it is from their experience that we

must largely draw our deductions as to the advantages and disadvantages of mechanical milking.

There are now a good many hundred milking machines in operation in Ontario alone. One company, who have a branch in Winnipeg, disposed of over 60 machines in a couple of months in the one county of Oxford. There is scarcely a dairying community in the land in which there is not at least one farmer who is now prepared by practical experience to testify to the merits or demerits of the milking machine. These men are pronouncing its work good and the conditions under which a machine will pay for itself are now capable of fairly correct definition. Labor is so universally scarce that only two factors need be considered by the prospective purchaser—his ability to run a somewhat complicated machine and whether or not his herd is large enough to justify the investment.

## Taking a Cow Census

How many dealers know—not estimate but know—what 95 per cent of the farmers in their territory do with their milk? One of the biggest eye-openers is to get the actual statistics of the number of farms in the territory which you cover and the number of cows kept on them, writes C. D. Cook in *De Laval Monthly*.

The number of farmers you will find back on the edges, many of whom are keeping their milk at home, will open up a field for the sale of separators in the "factory

## DEALERS! MAKE PROFITS DURING THE HARVEST

Sell the

## HANSMAN BINDER HITCH

(Patented in Canada)

The only hitch by which it is possible to cut successfully with one or more binders behind the heavy or light tractor. On the market for 6 years with unbroken success

WE HANDLE—

The "Stayput" Granary

The Advance Straw Spreader

"Dreadnaught" Gasoline and Oil Engines

The Western Land Packer

The Hercules Immersion Pickler

The Manitoba Universal Tractor

Write for our Profitable Agency Proposition at Once

**The Western Steel and Iron Co. Ltd.**  
Winnipeg, Canada



season" that you did not imagine was in existence. One dealer, who had been estimating all his life, when confronted by the figures giving the number of cows and farms in his territory, would not believe they were facts until he had taken his automobile and gone out and verified some of them, and became acquainted with people he did not know were living. A small territory well canvassed is more profitable than a large territory just skimmed over.

### Why Sell the Silo?

By the use of a silo, a succulent feed may be provided the year round, keeping up the milk flow of dairy cattle and fattening beef cattle.

Silage is the best and cheapest form in which to provide this sort of feed in winter.

Silage keeps cattle in more thrifty condition than any other feeds.

Silage has a beneficial effect on the digestive organs of cattle.

Silage is very palatable and stock eat it with relish.

Silage may be harvested in wet weather and when conditions are such that other crops could not be harvested without a total loss.

Green feed in the form of silage can be fed in summer to great advantage in seasons when pastures have dried up.

Feed storage in silos is much cheaper than in hay barns, since a ton of silage requires less than half the space required by a ton of hay.

An acre of corn can be placed in a silo for no more than the cost of shocking, husking, grinding and shredding.

The value of a crop preserved by using a silo is about 40 per cent greater than that of a crop harvested in the usual way.

### From the Woman's View-Point

It cannot be gainsaid that a great many implement dealers are slow to take advantage of new lines which are more directly connected with the farm home than with the fields and barns. Engines the dealers sell, but very often only engines suitable for the larger power requirements of the farm. In any West Canadian farm home one could overhear a conversation substantially as follows:

"John," said a tired woman at the end of an unusually hard day, "why can't I have an engine to help in my work around the house? You seem to have cornered all the labor-saving machinery."

John pushed his chair from the supper table. "Fine time you'd have with an engine," he remarked. "I'd have to start it, and like as not you'd be calling the boys from the field to stop it for you after it got to going."

"Not at all," retorted the nettled wife, "and an engine of the right size to run my washing machine, churn, and pump water for me, would take about nine-tenths of the backache out of my housework."

This up-to-date woman was right, and the fact that her many hard working sisters have not yet reached her point of view accounts for the few women who know engines—even small ones. Yet these engines deserve as much consideration from the woman on the farm as from her husband. It is as important to save

money and labor in the house as outside of it.

At the commonest of every day tasks a powerful little engine soon makes itself a necessity. Imagine a wash-day which consisted of nothing more than putting clothes, soap and hot water in a washer, giving a few quick turns to the wheel of a little engine, and leaving it alone to do its work. An hour or so later the clothes are thoroughly washed, ready to be put through a wringer turned by the same engine. Churning is reduced to the same simplicity, and the hard work of pumping water for the house becomes a thing of the past.

Ignorance in the business field is a crime with a trade journal always ready to point the way to knowledge and profits.

### Time Profitably Spent

The time you take driving round the country getting acquainted with the farmers is always profitably spent. Even if you make a trip without closing a single sale your time has not been lost. It pays to mix with the farmers and helps you to get their confidence and good will.

Sometimes, however, it isn't convenient for the agent to get away from the store, and when this condition obtains the next best thing to driving around among the farmers is to call them up on the telephone. You can visit with a great many of your farmer friends in this way and very often get information as to their needs for some of the lines you have to sell. If you have never used the telephone try it.

## These advertisements are telling their story to your customers

In most of the prominent farm papers in Canada, you will find one or two of these advertisements appearing each week. They are going to the people to whom you sell goods, telling them of the many advantages of the De Laval line of dairy supplies, cream separators, engines, silos, and all other dairy apparatus.

This advertising is creating business. It is making sales easier for the man who sells the De Laval line. It has been truly said that goods well advertised are half sold.

You will find the De Laval line easiest to sell, and therefore the most profitable, because it is well known, and but little effort is required to close the sale. Of course, back of this advertising is the De Laval prestige, built up through many years of satisfactory service to De Laval users.

Don't you think it would pay you to tie your store up to this advertising and get the full benefit of it by putting out the De Laval sign announcing that you are the agent for the De Laval line? Your reputation among the people in your locality, and the reputation of the De Laval Company, will surely make a winning combination that will get the business for you.

We shall be glad to have your application for an agency, and send you a complete description of our various lines.

## De Laval Dairy Supply Company, Ltd.

Largest Manufacturers of Dairy Supplies in Canada

Winnipeg

Vancouver

Montreal

Peterboro



### Better Farm Homes

While the dealer supplies what may be regarded as the essentials of agriculture, there are many features which go to make farm life more livable which he could analyse with ultimate profit. The city holds one of its main attractions for our rural population largely by virtue of the conveniences it offers for the home. Why should not farmers have many of those conveniences, and why should not the implement and hardware dealer be in a condition to supply them? Very few farmers have modern conveniences in their homes. Witness, for instance, the report of a survey held by the Commission of Conservation on 400 farms.

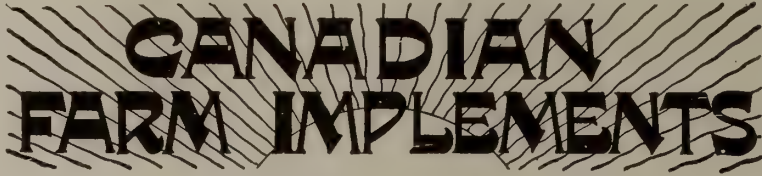
Of the 400 farmers visited, 53 per cent have young people in their families. With this large percentage of young people it is a regrettable fact that only two farmers out of every hundred have bathrooms in their homes. Only 6.2 per cent have water closets, only 2.5 per cent have a complete service, and only 2.2 per cent have electric light. In these 400 homes, only 16.5 per cent have water piped to the house, and but 17.5 per cent have furnaces in the home. These conditions are entirely within the control of the farmers, 86.7 per cent of whom are the owners of farms averaging 126.5 acres.

Only 2.5 per cent have complete sanitary service in their homes, while 5 per cent have automobiles, and 31.5 per cent have either automobile or horse and buggy for the young people.

Much has been said and written of late to interest the farmer in the automobile, but little is heard of such household conveniences as the bath tub, kitchen sink, sanitary closet, etc. Luxuries are all very well in their way, but we think that a campaign to better conditions in the farm home would be more apposite than the publicity given to many things which are, in the end, of little value in making farm life more replete with comfort and convenience.

### The Voice of the Community

To the man who is not of the community, the small town weekly newspaper is a small and pitifully inefficient publication. He deems it provincial, drab and uninteresting—simply because he don't know any better. To cater to the agricultural community, however, the small town paper is a most powerful factor from the standpoint of the local retailer. From both a sentimental and a



**CANADIAN FARM IMPLEMENTS**

THE OFFICIAL ORGAN OF THE  
INTERPROVINCIAL RETAIL IMPLEMENT DEALERS' ASSOCIATION  
AND  
SASKATCHEWAN RETAIL IMPLEMENT DEALERS' ASSOCIATION

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A MONTHLY NEWSPAPER  
DEVOTED TO THE INTERESTS OF DEALERS IN AND MANUFACTURERS OF  
FARM IMPLEMENTS, VEHICLES, ENGINES AND MACHINERY

---

Established in 1904 and Published Monthly by

**Canadian Farm Implements, Limited**

**F. D. BLAKELY, Manager** **A. A. THOMSON, Editor**  
811-12 CONFEDERATION LIFE BUILDING Telephone Main 518 WINNIPEG, CANADA

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**SUBSCRIPTIONS**

\$1.00 per year in Canada; Foreign \$1.25 per year. Single Copies, Ten Cents

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**ADVERTISING**  
RATES MADE KNOWN ON APPLICATION  
Change of Advertising Copy should reach this office not later than the 25th of the month preceding issue in which insertion is desired.

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**CORRESPONDENCE**  
Solicited on all matters pertinent to the implement and vehicle trade. As an evidence of good faith, but not necessarily for publication, every correspondent must sign his name. We reserve the right to edit all matter submitted but do not undertake to endorse opinions expressed by correspondents.

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Member Western Canada Press Association  
Entered in the Winnipeg Post Office as second class matter

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WINNIPEG, CANADA, AUGUST, 1916.

business standpoint the dealer should support it by consistent advertising and by his subscription.

Coupled with trips through the territory and the rural telephone system, the local newspaper stands ahead of everything else as a business builder. A well displayed weekly advertisement, drawing attention to seasonable lines will both win and hold trade for the dealer, for whatever else may be read by the farmers in his territory the local paper stands alone in that it deals directly with the people and things the farmer knows and is in daily contact with.

To the outside man it means nothing that the eight pages of the small town weekly hold for the community a sweet, intimate story of rural life. Weekly it weaves the congenial warp and woof of local happenings. After all it is the little things that go to make up our daily lives and interest. Across the surges of the Atlantic nations may struggle for mastery, but we want to know that the girl in the dry-goods store has married the young fellow in the implement warehouse, and that the Wilson's new baby was a lusty twelve-pounder. When Jim Jackson builds a new barn, when the local council have a joyous tongue scrap, when anything is afoot connected with

the local waterworks system, churches, schools, roads and crops—why we want to know it! Eight little pages, but in them they breathe that neighborly feeling that breeds the true democracy of a nation.

When death has laid its chilly grasp on some little countryside home we mourn with those who mourn; when good luck attends the efforts of those we know we read of it and approve. It is no contemptible little rag this; in its pages it bears the whole deathless story of God's everyday, toiling, beautiful, sorrowing world.

Figure for yourself if pages that voice the weekly happenings of the community can be regarded as anything else than as a valuable medium for the merchant to reach his customers. The merchant who does not use his local paper is invariably losing a very valuable means of building up home trade.

### The Joy of Living

We noted recently in a sporting page that a champion wrestler gives the following rules as having been his secret of success on the mat. No tea or coffee. No tobacco. No booze. Eight hours' sleep. Plenty fresh air. Plenty of sunshine. In a life so filled with gladness, it must have been a devil of a night when he winked at a girl in the dark!

### Vacation Days

A great writer once said that we sow hurry and reap indigestion. And we may add to that phrase that we sow a very large crop of long days without any let up. In the implement business, as in any business, a vacation is an investment which returns a large percentage of profit—although in connection with implement trade journalists the vacation is usually the longest on record—and embarked upon feet first!

But, joking apart, one can only feel sorry for the man who brags that he has not had a vacation in four years. He has been, willingly or otherwise, overtaxing the human machine, and sooner or later he will pay the penalty for so doing. Is there any saner step on earth for the man who is harassed and worried by business cares than to leave it all for a spell—to get away back from work so as to get the right perspective on life. If we only go away for a week or two, we can look back and laugh at so many of the little things that we have allowed to chain us down for years. When we get far enough away the big things look little, and when we get too close to little things they look big. The fault with the most of us is that we have too great an idea of our own importance in the scheme of things. We think that when we quit work for a spell the business will go to wreck and ruin, the spheres clash in their orbits and the world stand still! Yet when we must perforce take a trip for sad, personal reasons, we discover that the world really goes on the same. And, furthermore, we should rely more upon those under us. If we do not lay responsibility upon those who work for us, we can be very sure that they will never actually show what they can do. It is only a form of egoism that impels us to think that only personally can we do things as they ought to be done. Let the employe get his chance to measure up to the responsibility we lay upon him by giving him a chance to show his caliber.

It matters not how the implement man spends his vacation—whether in the crowded city or in the solitude of the woods and mountains. The main idea is to get away so that a complete change of scenery, surroundings and conditions can be secured. Whether you hold a fishing rod or a steering wheel, you will, after a week or two, come back with a feeling of rejuvenation, with rested body and brains, so that you will put new vigor in your work, and the old problems will seem less formidable. For both a busi-



ness man and his family neither time nor money spent in the right kind of vacation should be begrudged.

And, in connection with vacations, we should always think of the men who work for us. With our personal duties we cannot always pack our grip and set off for a holiday on a moment's notice, yet it is comparatively easy for us to arrange the business routine so that everyone on our staffs, from salesman to office boy, can get a chance to enjoy a vacation. Never forget that the employe may need a rest as well as the employer—especially if he is the right kind of man who works heart and soul for the welfare of your business.

God made this joyous old world to be something else besides a weary workshop. We have a divine right to enjoy life—and we should take it. Close your desk and forget business for a while. It is not the whole sum and substance of life. You have a duty to your brain and body—and if a family man to your wife and children. As a great financier once said: "I'll close my desk; the world can go on as it will, it's markets can boom or fizzle—I'm leaving it for a while. I'm sick of ink, paper and figures, sick of routine and worry—I'll forget it all and get back to mother earth—for I'm goin' fishin'."

### Have the Right Plow

It isn't exaggeration to state that the tractor plow has it in its power to make or break the tractor. With a good plow hitched on, the tractor stands on its merits—the success or failure of the outfit is fairly up to it. With a poor plow no tractor can do itself credit—every poor plow sold gives the tractor game a setback.

What does this mean to you? Just this—the sale of a good plow, a real power lift engine gang, is your insurance against complaints and kicks. It means giving the tractor you sell every chance possible to make good.

### Credit and Confidence

It is one of the everyday sayings of the business world that all traffic and all business are based on confidence. As economists point out, the trade of the world is handled on credit, which means confidence first of all. The most easy-going dealer would never part with so much as a hay fork on credit if he did not believe that he would ultimately be paid for it; but, while the extension of credit, as a necessary element of most business enterprises, is an

important and a common manifestation of the dealer's confidence in his customers, he does not often think seriously of the much greater importance of getting them, in turn, to place a corresponding amount of confidence in him.

And, as a matter of fact, the average farmer is very much inclined to regard all merchants, implement men, general store men and all others alike, as his natural enemies. He finds that they get most of his money, in the long run, and is humanly resentful of the fact, overlooking the substantial returns they give him for it; but, at the same time, when any man wins his confidence he clings to that man with astonishing tenacity. As a general rule, when a country merchant loses the confidence of a customer he loses the patronage of that customer.

### Staples and Specialties

In the implement business there is a vast difference between a staple line and a specialty line. The former may not be generally advertised—which the specialty must be. A dealer's overhead expense is, generally speaking, established by his lines of staple goods—plows, drills, disks, binders, etc. If he lacks staple goods and loses sales thereby, he buys more to supply the demand. The average dealer, however, satisfies the local demand for staple goods and then turns his attention to specialties that may lead to additional profits.

Granting that a dealer sells a well-advertised line at any profit, there is really no reason to avoid sales which have not a large margin, provided that the sale of such goods do not increase the overhead cost of selling them; but on the contrary, if a dealer's expense is more or less constant from year to year, and he can add lines which are advertised, without increasing his selling cost, it is logical that the additional profits from such goods are not gains, and in practice if all dealers were to discard from their stock all goods which did not show really substantial profits, they would find their overhead would materially increase.

### The Dealer and Prices

Every implement dealer is interested in the prices of steel and iron as affecting the implement industry. It, however, seems to be a prevailing idea that the demand for iron and steel will fall as soon as war ceases, and that the present high prices of steel and iron are only temporary. Were peace

declared to-day, the demand for iron and steel to replace that which has been destroyed for commercial purposes will take several years to supply. It seems evident that there is no immediate relief in sight for a price decrease in steel and iron.

It is, therefore, a good policy for the dealer to point out this fact to his customers. The farmer need not expect that he can save money by waiting until spring to buy goods which he requires this fall. The prosperity of the implement trade in the near future depends largely upon the attitude of the dealers. If they take the stand that implements cannot be sold on account of the price increase there may follow a severe curtailment in every line of industry. If, on the other hand, they take this increase as a natural consequence of supply and demand and show their farmer friends that it is a condition over which no man has any control and that they should buy as they always have been doing to supply their regular needs, there is no question that dealers, farmers and manufacturers will be more prosperous.

When a customer wants to procrastinate when he finds the price of an implement has advanced, his thoughts should be directed to what delay in a purchase will cost him. Keep before him the importance of up-to-date equipment as a means of making more money for himself.

### Handling Thresher Supplies

Many dealers have found it very profitable to carry a fair stock of thresher supplies. Those dealers who are in a position to give service to farmers operating threshers stand a good chance to get in solid with those farmers, for when the threshing season is on the operators want supplies in a hurry when they want them. The loss of a day or two awaiting the receipt of supplies from a far distant jobbing center is disastrous in the thresher season.

There may be a demand for gasoline, oils, belting, gland packing, boiler tubes, oilers, hose, tank pumps, brass goods, valve injectors, lubricators, etc. Many dealers are getting into the thresher supply business more heavily each year, as they find the line more profitable. It means giving prompt service to threshermen, and even in connection with the individual threshing outfit there are many lines of supplies which the dealer could handle with profit. Consider this line before threshing commences.

### Personal

A. A. Stark has opened a harness business at Mossbank.

Fred Andrewich has discontinued his harness business at Elm Creek.

C. H. Ben has opened a harness and farm equipment business at Etzikom.

A. J. Beer has opened a branch harness business in West Sumnerland, B.C.

Robinson & Co. is the name of a new concern handling implement lines at Hatton.

E. J. Hollingsworth has been succeeded in an implement business at Vantage by J. M. Clark.

McKeague & Weiss have dissolved partnership in their auto agency business at High River.

Armstrong, Robson Co., Calgary, dealers in auto tires have discontinued operations in that city.

W. J. Souply, who carried on a hardware and implement business at Aylesbury, has sold out his interests at that point to A. W. Wallace.

It is reported that J. M. Walkup, an implement dealer at Limerick, is advertising his business for sale.

Glenn & Strickland, implement dealers at Milestone, have dissolved partnership. John Glenn continues the business.

E. B. Hummell, who carried on a hardware and implement specialty business at Viking, has sold out his interests at that point to L. F. Shirran of Carmangay.

T. Storey, president and general manager of Canada Carriages Limited, Brockville, Ont., was a recent business visitor to Winnipeg in the interests of his company.

James Winram, the popular implement dealer at Pilot Mound, accompanied by his family, is spending a six weeks' vacation at their summer home at Rock Lake.

On July 15 a fire at Shoal Lake destroyed the sale stable and implement warehouse of H. H. McLean. The loss on the two buildings is stated to be approximately \$8,000.

In a disastrous fire that destroyed a large part of the business section of Avonlea, Robertson Bros., I. H. C. agents at that point, had their implement warehouse destroyed.

Among the many dealers present at Brandon Fair we encountered Chris. Johnson, Baldur; James McEwen, Togo; H. Swayze, Carnduff, and J. F. Walker, Portage la Prairie.

We had the pleasure of a visit the other day from our old friend



Dan Sutherland, Massey-Harris agent at Foxwarren. Dan was taking a few days' vacation and says that business is excellent and crop conditions fine.

Stanley Maw, of the Joseph Maw Co., Winnipeg, recently returned to the city from the United States, where he was engaged in hustling up deliveries of the cars sold by his company.

Robt. Gray, president of the Gray-Campbell Company, Chatham, Ont., was a recent business visitor to Winnipeg and Moose Jaw. Mr. Gray is enthusiastic over the trade possibilities in the Canadian West this fall.

Flight Lieut. K. M. Van Allen was killed during an air raid on Dunkirk recently. He was a son of W. H. Van Allen, who for a number of years in the "eighties" was a well known member of the implement trade in Winnipeg.

A. B. Greer, of A. B. Greer & Son, carriage manufacturers, London, Ont., was a recent business visitor to Winnipeg. Mr. Greer was en route east after a trip which embraced all the leading West Canadian cities. He reports business as excellent.

J. P. Carnduff, the popular implement dealer at Napinka, recently built two commodious sheds, one for implements and one for lumber. The implement shed is 18x36 feet in size with a front open shed 18x18 for display purposes. The lumber shed is 18x80 feet in size.

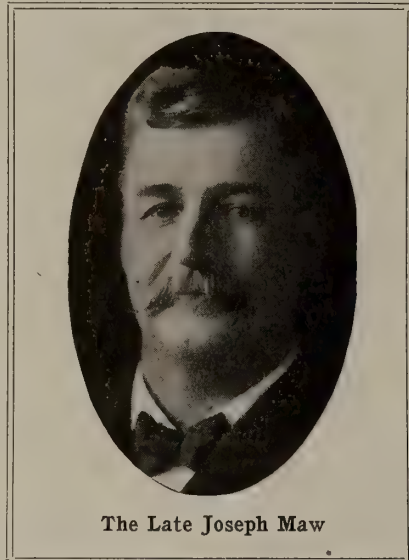
Recently there passed away George Yule, of Kenosha, Wisconsin, the last of the old guard of pioneers who laid the foundation of the Bain Wagon Co. Born in Scotland in 1824, the late Mr. Yule settled in Wisconsin in 1840. From an apprentice wagon-maker he advanced to the position of president of the Bain Wagon Works. He leaves an invalid widow and one son.

Who should look in upon us the other day but our old friend W. E. Hall, of Calgary. "Billy" is well known to the implement trade of Alberta, although now he is Clerk of the Court at Calgary. He still clings to the implement trade, however, being secretary of the Calgary Wholesale Implement Association. Mr. Hall was on his way east to Ontario, from whence he will accompany Mrs. Hall, who has been on a vacation, back to Sunny Alberta.

Don't let the excuse that "business is bad" mislead you. It's bad enough to fool someone else, but for goodness sake don't fool yourself.

### Obituary

Implement and automobile dealers throughout the Canadian West will learn with sincere regret of the death, on July 31st, of Joseph Maw, of the firm of Joseph Maw & Co., automobile distributors, Winnipeg. Mr. Maw had been failing in health for the past three years, and he passed away at his home in Los Angeles, Cal. One of Western Canada's pioneer implement men, the late Joseph Maw was one of the first men in Canada to visualize the possibilities of the motor car. He opened



The Late Joseph Maw

the first automobile agency in Winnipeg—the initial automobile agency of the Canadian West.

Mr. Maw was born at Brampton, Ont., February 4th, 1854, and was educated at the public schools and the Commercial College, Toronto. Following the lure of the West, he arrived in Winnipeg in 1882, where, along with T. J. McBride, he opened a general agency for the Massey Mfg. Co., Toronto, covering Manitoba and the Northwest territories.

In 1886 he became general agent for that organization at Calgary, which post he held until 1892, when he returned to Winnipeg and formed the firm of Ross and Maw, dealers in implements and carriages. In 1896 he organized the firm of Joseph Maw & Co., continuing in the carriage and vehicle business. As the automobile business developed, the late Mr. Maw sensed the wonderful possibilities of the engine driven vehicle, branching into the automobile distributing business, in which his firm have steadily held the lead in the Canadian West. As Winnipeg's pioneer automobile dealer, he was the first president of the Automobile Trade Association. While in Calgary he was instrumental in forming the Calgary Exhibition Association, and served a term in the City Council.

The late Mr. Maw retired from active business some three years ago, and latterly spent most of his time at his California home.

He leaves to mourn his demise a widow, two daughters, two sons, Stanley and Gordon, and a brother, Alfred Maw. Latterly Stanley, assisted by his uncle, has had control of the interests of the Maw organization.

By all with whom he came in contact, the late Mr. Maw was held in the highest respect and esteem. He was a staunch Conservative in politics, a member of Winnipeg's leading clubs, and prominent in the Masonic order. With great executive ability and exceptionally acute business instinct, the late gentleman amassed a considerable fortune. Personally acquainted with him for many years, we deeply regret the passing of one of Nature's gentlemen, a big-hearted, sympathetic, clear sighted business man who possessed to the fullest degree the characteristics inseparable from the type of men who have helped to make Western Canada what it is to-day.

### Novel Automobile Attachment

A Detroit concern have put upon the market a novel attachment for Ford cars. This fixture is applied in front of the radiator, bolting to holes already in the car. It comprises a shaft and pulley which, driven by the engine of the car will, it is claimed, run any machine that can be operated by a 10 h.p. engine—such as a grain grinder, ensilage cutter, wood saw, pump, feed cutter, fanning mill, etc. A large bearing is provided and an external fan for cooling the radiator of the car.

### The Sisal Fibre Market

Recent reports in the binder twine market state that some territories have taken less twine than was anticipated early in the season, while others seem to require more than seemed likely at first. Most of the twine is being sold on the basis of the schedule that prevailed in April last, notwithstanding the fact that raw sisal is now selling at 3-8 cent per pound more than it did in April. The advance makes the price of fiber 10 3-8 cents at New York. The planters are getting 4 cents. Over 20,000 bales of fiber for September have already been sold at the new price. This indicates a much higher price on binder twine next season than has prevailed this year, unless a very large decline in fiber cost takes place before the manufacturers have bought the bulk of their raw material for the 1917 twine production. If these advanced fiber prices hold good, says an exchange, nearly seven million dollars will be added to the farmers' twine bill in 1917.

It is reported that a Canadian

company was incorporated in Montreal during July, its name being the United States Trading Co. This concern, capitalized at \$10,000, has opened a New York office, and is evidently to become a factor in the sisal fiber trade. It is stated that a possible reason for the organization of this concern is that in the event of war between Mexico and the United States, Yucatan fiber business could be handled by the Canadian concern as being in a neutral country.

### New Department for E.-B. Co.

The Emerson-Brantingham Implement Company, Rockford, Ill., has created a new department, which will be known as the trade extension department. Its function will be to supplement the work of the advertising department.

### Massey-Harris Soldiers' Home Opens

Recently the Massey-Harris Convalescent Home for Canadian soldiers, "Kingswood," located in the suburbs of London, England, was opened by Sir Charles Wakefield, Lord Mayor of London. Over four hundred guests were present, Sir George Perley, High Commissioner for Canada, acting as chairman for the opening ceremony. The visitors were received by C. W. Dawkins and H. B. Robinson, managers of the European branch of the Massey-Harris Co. This home is equipped and maintained by voluntary contributions from the agents, employees and staff of the Massey-Harris Company.

### Where the Vodka Went

When the vodka traffic was abolished in Russia at the start of the war, the government of that country, who handled the manufacture of vodka, were left with two hundred and fifty million gallons of this "joy-juice" on their hands. It was discovered that this vodka could be put through a process which makes it an excellent substitute for gasoline. Reports from Petrograd say that this has been done successfully. Knowing the capacity and absorptive propensity of the Russian peasant, we can't quite figure out how the officers can keep their men away from the fuel tanks of the army transport motor trucks.

There are twelve months of the year in which it is always particularly good policy to advertise. Yes, Rufus, this means you!

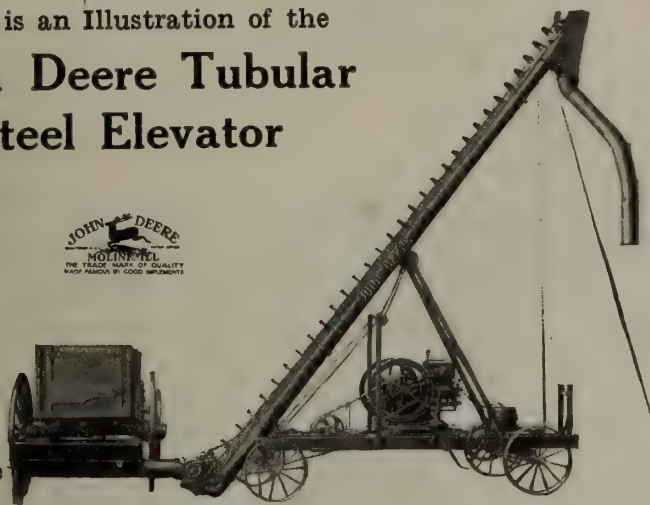


# SELL THE LINE OF QUALITY

## THE UP-TO-DATE LINE

This is an Illustration of the  
**John Deere Tubular  
Steel Elevator**

The  
Main  
Elevator  
is of  
Steel  
and is  
practically  
indestructible



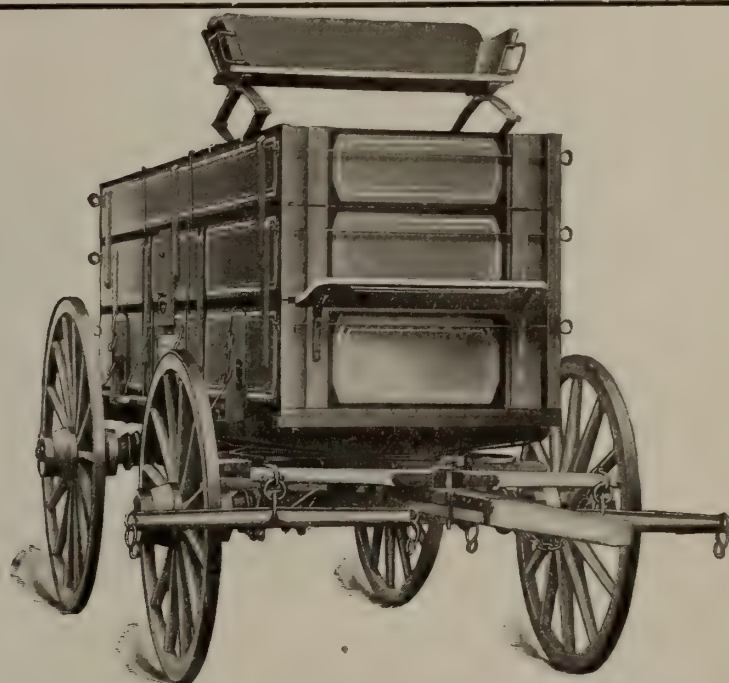
This style of Elevator is used for elevating Wheat, Flax, Oats, Corn, or any small grains.

The Receiving Hopper is made of very heavy sheet steel, well braced, and is hinged so that it can be turned up to permit passage of team.

It is equipped with Adjustable Feed, which absolutely prevents choking.

The Main Elevator, 20-foot section, is made of well casing, 6½ inches inside diameter, and 3/16-inch in thickness.

PRACTICALLY INDESTRUCTIBLE



### THE JOHN DEERE MOLINE WAGON THE PORT ARTHUR WAGON

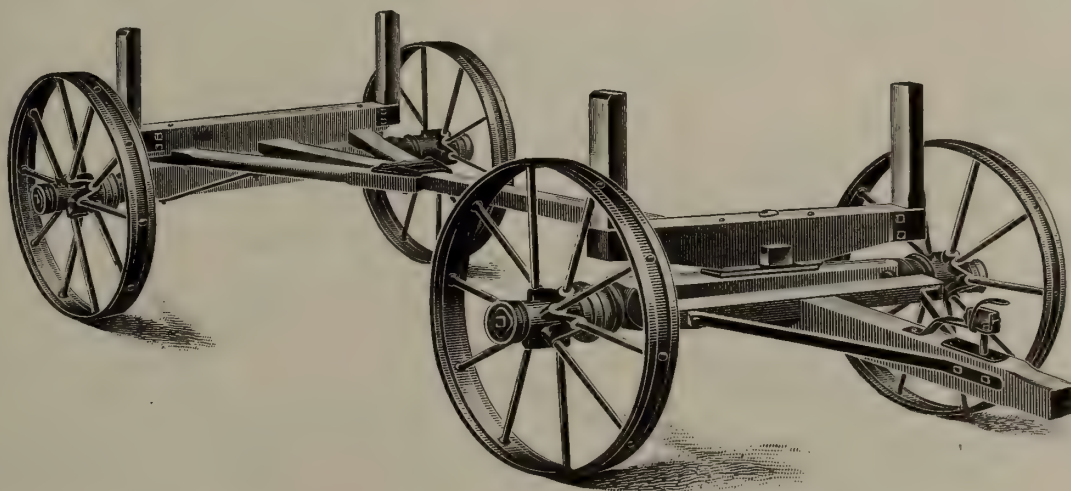
These wagons represent the very best in Canadian and American manufacture.

The best material procurable is used in the manufacture of these wagons.

Finish is unexcelled—workmanship the very best.

OUR WAGONS ARE GUARANTEED  
IN EVERY RESPECT

Mr. Dealer:  
If you are not supplied with descriptive catalogs of any of these Goods, drop us a card.



No. 22 Northern Chief Farm Truck, with Grooved Tires

WE REGULARLY  
STOCK  
No. 13 Cook Trucks  
No. 15 Farm Trucks  
No. 22 Farm Trucks  
Common Sense  
Trucks  
Universal Farm  
Gears

# JOHN DEERE PLOW CO., LIMITED

WINNIPEG

REGINA

SASKATOON

CALGARY



## Thousands See Plowing Demonstration at Brandon

Nineteen tractor plowing outfits simultaneously starting up a long field was the inspiring sight beheld by thousands of farmers, dealers and machine men during the three days duration of the light tractor demonstration at the Provincial Exhibition at Brandon. Nineteen iron and steel horses of a wide variety of sizes and designs, pulling from two to five plows, according to their power, and turning over the rich black loam into long even furrows of the kind that bring a smile to the farmer's face and joy to his heart.

And these were all light tractors—and tractors driven by internal combustion engines. Nineteen! More of them than was operated in the gasoline, kerosene and steam classes at the last Winnipeg Tractor Contest, held in July 1913.

On the opening day of the demonstration, July 18, the weather conditions were somewhat against the show—but on the 19th and 20th the weather man dealt out the finest kind of sunshine tempered by a cool breeze, and from ten o'clock until noon on both days thousands of spectators followed the machines up the long

furrows—1,556 feet long. The whole scene was best described by an old farmer who, as an automobile stopped at the entrance of the field, stood up, placed his

hands on his hips, ruminated for a moment, spat, and then blurted out—"Well, I'll be durned!"

Thirteen tractor manufacturers had tractor plowing outfits in operation, and two firms who spe-

cialize in plow construction had light tractor plows in use. The majority of the concerns participating in the demonstration had automobiles driving the

visitors out to the field, which lay nearly a mile west of the fair grounds. What these autos could not carry numerous livery automobiles pulled out to the grounds. It is to be hoped that should this



I.H.C. 10-20 H.P. Titan, with 3-furrow P.O. Plow

very successful plowing demonstration be repeated next year that the event will be more fully advertised in the farm press, since a very large number of farmers arrived in the city too late to see the demonstration, and were very disappointed to have missed it.

Even as it was, a crowd followed practically every tractor, and along the headlands, where the machines turned, there was something akin to a jam.

The arrangement of the field was excellent. Each entrant had his allotted space, the size in keeping with the number of outfits he had entered. The different allotments were marked off by stakes, each of which bore a card with the name of the company manufacturing the tractor and plows. Firm representatives stood in each area, distributing catalogs and other printed matter among the visitors—spreading the gospel of modern power farming in a very effective manner.

While it is impossible to give definite figures as to the number of sales closed, most of the concerns were of the opinion that they had secured a large number of prospects which they expected to convert into realities before the exhibition closed. A good idea can be given of the business transacted by a conversation overheard, when one tractor man said to a farmer—"Sure you can have it, but we have to finish plowing our part of the field first."

Price reports for the past six years show gasoline to average 50 per cent higher in price than kerosene. The tractors at Brandon Demonstration showed that the tractor manufacturer is quite awake to the fact that the kerosene-burning tractor saves money for the man who owns it. Every tractor on the field was adapted to burn either fuel, and fifteen were using kerosene steadily.

The work done by the outfits was approved by the farmers. scarcely a voice was heard in dissension. One farmer was overheard to say: "I've read a lot of their claims, but although I want a tractor I'm blamed if I know which one I want—they all do so good a job of plowing."

## Implement Repair Woods

### FOR ALL MAKES OF MACHINES

REEL ARMS—

REEL FANS—

CANVAS SLATS—

PITMANS—

BINDER CANVASES—KNIVES AND SECTIONS

THE QUALITY IS RIGHT

THE FIT IS RIGHT

THE PRICE IS RIGHT

SEND FOR OUR IMPLEMENT REPAIR CATALOGUE

We Make the Woods ————— We Guarantee the Goods

The  
Best  
Place

**D. Ackland & Son, Limited**

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TRADE  
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65-68 Higgins Ave.  
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The  
Best  
Goods

**STOVEL**  
COMPANY  
Limited.

the high-classe  
Engravers  
WINNIPEG.

PHONE G.1600.





**Tractors and Plows Participating**

Following is a list of the firms who took part in the demonstration, together with the makes of the machines and particulars of each. The names are given in the order of their position in the field, starting from the south with allotment No. 1.

Emerson-Brantingham Implement Co., Rockford, Ill., and Regina — One Emerson Model L tractor, gasoline or kerosene, 12-20 h.p. Vertical four cylinder motor,  $4\frac{1}{2} \times 5$  inches. Three wheels, high tension magneto ignition. Weight 5,000 lbs. This tractor was pulling a three-furrowed Emerson No. 2 Self-Lift plow, equipped with automatically attached shares.

Minneapolis Steel and Machinery Co., Minneapolis, Minn., and Winnipeg — One "Twin City" tractor, using kerosene, distillate or gasoline. Horse power 15-30; vertical four-cylinder motor  $4\frac{3}{4} \times 7$  inches. Bennett carburetor, high tension magneto ignition. Four wheels. Weight 7,650 lbs. This tractor was operating a three-furrow John Deere No. 3 Pony Tractor plow, equipped with Deere quick detachable shares, and a simple and effective power-lift.

Gasoline Engine and Supply Co., Winnipeg—This firm had in

operation a "Waterloo Boy" Kerosene Tractor, made by the Waterloo Gasoline Engine Co., Waterloo, Ia. This is a four-wheel kerosene burning tractor, with a two-cylinder horizontal motor  $6 \times 7$  inches, equipped with a Schebler carburetor and high tension magneto. The weight of the Waterloo Boy is 4,800 lbs. The plow being drawn by this tractor was a three-furrow John Deere No. 3 Pony Tractor, with power-lift and quick detachable shares.

Hart-Parr Co., Charles City, Iowa, and Portage la Prairie—The Hart-Parr Co., demonstrated their "Little Devil" Tractor, a machine with three wheels and a horizontal two-cylinder engine,  $5\frac{1}{2} \times 7$  inches, developing 15-22 h.p. Fuel used, kerosene. Hart-Parr carburetor and Kingston ignition. Weight 6,647 lbs. The "Little Devil" was pulling a new two or three-furrow Cockshutt engine plow with power-lift, using three bottoms. This company also had running a Hart-Parr "Crop Marker" tractor, 17-27 h.p., with four wheels. Burning kerosene, the engine is one-cylinder vertical,  $8\frac{1}{2} \times 10$  inches, equipped with a Hart-Parr carburetor and Naxon ignition system. Weight 11,900 lbs. This outfit was hauling a 4-furrow Hart-Parr plow.

Sawyer-Massey Co., Hamilton and Regina—This Canadian Company had in operation a 4-cylinder,  $5\frac{1}{4} \times 7$  inch Sawyer-Massey gasoline-kerosene tractor, developing 16-32 h.p. Four wheel design. Remy high-tension ignition and a floating ball automatic carburetor. The plow pulled was a 5-bottom 14-inch power-lift Cockshutt engine plow.

The Grain Growers' Grain Co., Winnipeg, demonstrated their Grain Growers' Special tractor, a 3-wheel type machine, with a 2-cylinder opposed engine,  $6 \times 8$  inches, using kerosene. Horse-power 12-24; fly-ball governor and high-tension magneto. Weight 6,700 lbs. This tractor pulled a 4-furrow La Crosse self-lift plow.

Goold, Shapley & Muir Co., Brantford, Ont., and Winnipeg. This company showed one of their 15-25 h.p. "Ideal" tractors, running on kerosene, and equipped with an automatic steering device.

The engine is of the two-cylinder opposed hopper-cooled type,  $8 \times 10$  inches. Ignition, high-tension magneto. Speed 2-4 miles per hour. Four wheels, 74 and 44 inches. Nett weight 13,000 lbs. The "Ideal" was operating a 5-

**PUMPS**

AND

**Clothes Reels**

Made in the best equipped factory in Canada. Pumps for deep or shallow wells. We don't claim to make the cheapest pump in the world, but we claim to make the **BEST** and as cheap as any other. Ask for dealer's prices.

SUCCESSORS TO

**The Riesberry Pump Co.**

(Established 1882)

**North-West Pump Co.**

19 - 6th Street, Brandon, Man.

**RUSTAD'S Portable Grain Elevator and Track Loader**

— MADE IN WINNIPEG —



This is the best elevator proposition you can handle. Made right in Winnipeg. Twenty-five per cent. lower in price than the same elevator when imported. You avoid the high duty and handle the best elevator on the market. Elevator leg and hopper are made of steel. All castings semi-steel. Grain is conveyed by an endless chain and scrapers. Perfect regulation of feed from hopper. Tilting or swinging hoppers supplied. The swivel hopper can't be beaten for track loading. Strong flexible spout. This elevator cannot clog.

Get the Agency  
for this Machine.  
It's a Winner!

Shaft with loose and drive pulley provided for engine attachment. A 2 to 2 1-2 h.p. Engine drives the elevator easily. For filling granaries, or elevating feed to lofts and for loading cars, this machine has no equal. Strong warranty goes with every elevator. Dealers get in line at once or you won't have an elevator to sell this fall.

We handle Kerosene and Gasoline Engines from  $1\frac{1}{2}$  to 20 H.P.

**HENRY RUSTAD, Manufacturer**  
243 Princess Street  
Winnipeg, Man.

**SATISFACTORY SERVICE AND PROFIT**

ARE TWO THINGS REPRESENTED IN

**MAX****PORTABLE CORRUGATED GRANARIES**

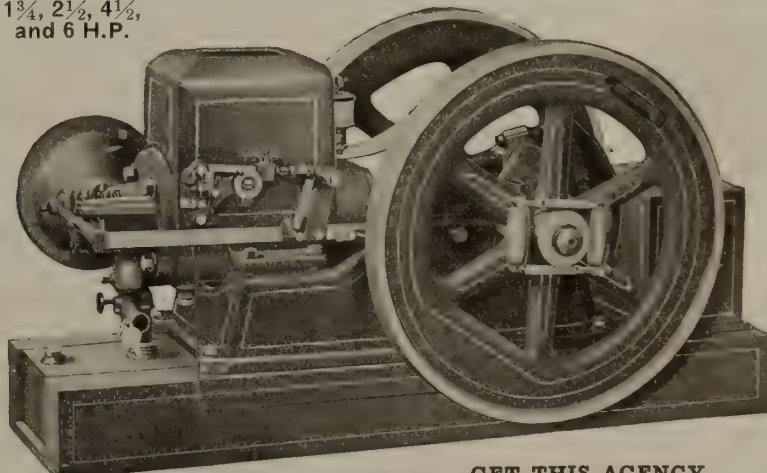
Your customers will appreciate that a satisfactory service of 12 years in Western Canada is a guarantee of experience that insures a good investment, and you will find the sales easier to make on this account.

Get into touch to-day with this money making proposition. Full information on request.

**Winnipeg Ceiling and Roofing Co., Limited**  
P.O. Box 3006 F.I. 6  
Winnipeg, Man.

**"JUMBO" Engines Stay Sold**

$1\frac{3}{4}$ ,  $2\frac{1}{2}$ ,  $4\frac{1}{2}$ ,  
and 6 H.P.



GET THIS AGENCY

"Jumbo" Gasoline Engines are specially designed for close regulation of speed. Economical, reliable, durable, simple. No mechanical knowledge required to operate them. Suction feed with needle valve and air regulator; gasoline-kerosene carburetor; make and break ignition; hit and miss governor. Battery or magneto ignition. On skids, strong iron sub-base or trucks. Write to-day for our dealer's proposition.

Manufactured by

**Nelson Brothers Company**

Saginaw, Mich., U.S.A.

WESTERN CANADIAN JOBBERS

**Tudhope-Anderson Co. Limited**

WINNIPEG

REGINA

SASKATOON

CALGARY



furrow Cockshutt power-lift engine plow.

The International Harvester Co., Chicago, Ill., and Brandon, had in front of their tent very attractive posters showing the comparative prices of gasoline and kerosene and the saving effected by using kerosene as engine fuel. Their first exhibit was a 10-20 h.p. Titan tractor, a 4-wheel machine burning kerosene. The engine of this tractor is two-cylinder vertical, with high-tension magneto ignition and a mixer of special design for handling gas, oil, kerosene, naphtha or gasoline. Weight 5,225 lbs. This tractor was pulling a 3-furrow P. & O. "Little Genuis" power-lift plow. They also demonstrated an 8-16 h.p. Mogul tractor, a four-wheel kerosene tractor, with a single slow-speed oil burning engine equipped with an oscillating type magneto

and special fuel mixer adapted to a very large variety of fuels. Its weight is 5,000 lbs. The 8-16 Mogul pulled a 3-furrow No. 78 Oliver plow with power-lift attachment.

The Bull Tractor Co., Winnipeg, showed one of their Big Bull tractors, a three-wheel tractor with a two-cylinder opposed,

machines following each other along the furrow, plowing a total width of twelve furrows, the largest tractor leading—which made a very effective demonstration. Heading the procession came an Avery 18-38 h.p., a four-wheel, gasoline-kerosene tractor, with an Avery opposed 4-cylinder engine, 5½x6 inches. Kingston carbure-

tor with opposed 2-cylinder engine, 5½x6 inches, Kingston carburetor and high-tension ignition. Weight 4,900 lbs. This tractor pulled a three-furrow Avery self-lift plow.

J. D. Adshead Co., Winnipeg—This company showed two tractors which are new to the Canadian West—the "Happy Farmer" tractor and the "Peoria" tractor. The "Happy Farmer" a 3-wheel machine, was running on gasoline. Horse-power 8-16. Two-cylinder engine, 5x6½ inches. Bennett carburetor. Ignition, Atwater-Kent. Weight 3,200 lbs. This tractor handled two fourteen-inch plows made by the Happy Farmer Tractor Co. The "Peoria" tractor is an 8-20 h.p. machine of the 3-wheel design, running on kerosene. The engine is 4-cyl., 4-cycle, vertical type, 3¾x5 inches, slow-speed design. Weight 3,900 lbs. The Peoria was hauling a 2-furrow John Deere No. 3 Pony Engine plow with power-lift, and had a self-steering attachment.

J. I. Case T. M. Co., Racine, Wis., and Winnipeg—This company demonstrated a Case 10-20 h.p. gasoline tractor, with a 4-cylinder vertical motor, 4¼x6 inches. Kingston carburetor and Heinz ignition. Three-wheel design. Weight 4,900 lbs. The 10-20 pulled a 3-furrow Case-Sattley plow with power-lift. They also showed a 12-25 h.p. Case running on gasoline. Motor 2-cylinder opposed, 7x7 inches, ignition and carburetor as above. Three-wheeled. Weight 9,000 lbs. This tractor handled a 4-furrow Case-Sattley plow.

Marshall Sons & Co., of Canada, Saskatoon, showed a "Dreadnaught" gasoline-kerosene tractor of heavy design. Equipped with a 2-cylinder engine, 7x7 inches, this engine develops 16-35 h.p. It was handling a 5-furrow Cockshutt tractor plow with power-lift attachment.

By spectators and machine men alike the light tractor plowing demonstration at Brandon Fair was looked upon as a conspicuous success, giving the farmer an excellent opportunity of learning about power plowing at first hand, and showing in the best way the value of the light tractor for plowing purposes. It is safe to say that this demonstration will do much to enhance the popularity of the light tractor in the West, and we trust that a similar event may be staged at the 1917 Brandon Exhibition. The officials in charge of the demonstration are to be complimented on the perfect arrangements made, and on the smooth running way in which everything was carried out.



"Happy Farmer" Tractor handling two 14-inch Plows

kerosene burning engine, 5¼x7 inches. Ignition is by standard magneto and batteries. Horse-power 7-20; standard carburetor. Weight 4,500 lbs. This tractor handled a 2-furrow power-lift "Enicar" plow, made by The J. I. Case Plow Works, of Racine, Wis.

Canadian Avery Co., Peoria, Ill., and Winnipeg—This company demonstrated three tractors, the

tor, high-tension ignition. Weight 9,250 lbs. The 18-36 pulled a 3-furrow Avery self-lift plow. Next came the 12-25 h.p. Avery, a two-cylinder opposed gasoline-kerosene machine, 6½x7 inches, carburetor and ignition as above. Weight 7,500 lbs. The 12-25 pulled a 4-furrow Avery self-lift plow. Bringing up the rear of the procession came the 8-16 h.p. Avery

## PETERS PUMPS

**Gives More Water  
in Less Time with  
Less Energy**

Made in many styles and sizes, they will meet all requirements of the Western Canadian farmer.

### PETERS' Double Cylinder Force Pump

is the last word in pump service. Unequaled in Design, Action and Durability. They are different from all other pumps in construction and finish, and have exclusive features that make sales easy to customers who want the BEST in pump value.

**Dealers:**

**Get Peters' Pump Proposition for 1916**

Our line is absolutely up-to-date in every respect. Every pump we produce is given special attention. Peter's Pumps are perfectly assembled—they have no "come-back." Sell them and you make satisfied customers.

**A POST CARD WILL BRING OUR LATEST CATALOG.**

Manufactured by

*Peter's Pump Company, Milwaukee, Ill.*

Exclusive Canadian Agents:

**Tudhope Anderson Co., Ltd.**

Winnipeg Regina Saskatoon Calgary

Write Nearest Branch House for Particulars.

## Johnston's Granary

### METAL DOOR—LOCKED JOINTS

Johnston's Granary is protected from 4-legged thieves and from fire by galvanized iron walls with locked joints. Iron bands with tension bolts hold the walls against bulging. The door is iron covered. Inside there is a sectional door to hold the grain. The sections of the roof hook together and offer a solid metal resistance to wind, water and snow.

### DINNEN GRAIN UNLOADER.

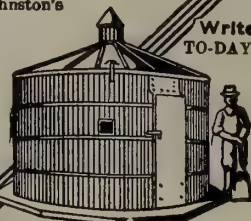
Can be used anywhere on the farm. Send for literature and prices. The Metal Shingle & Siding Company, Limited, Winnipeg, Man.

## Handy. Rigid. Safe.

Protect your grain from fire, lightning and rodents. Set up a Johnston's Granary—metal covered and tight as a drum. The grain can't bulge the walls. You can place it where it will be handiest; and move it from place to place if necessary.

Grains cannot heat or mildew. A 14-inch galvanized ventilator provides plenty of air. Johnston's Granary is fitted at our factories and shipped ready to set up. Full details on request.

Write TO-DAY.



## BRADSTREET'S

**Established 1849 Capital and Surplus, \$1,500,000**

**Offices throughout the civilized world. Correspondence invited**

### Executive Offices:

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Halifax, N.S.; Montreal, Que.; St. John, N.B.; Hamilton, Ont.; Ottawa, Ont.; Toronto, Ont.; London, Ont.; Quebec, Que.; Calgary, Alta.; Edmonton, Alta.; Vancouver, B.C.

**C. G. SCHAFFTER, Supt.**

**Commercial Travellers' Building, WINNIPEG, Man.**



### The Draft of Plows

The power required for pulling plows varies from 250 to 1,500 lb. per bottom, depending on the kind and condition of the soil, depths, and the type of plow used. The average 14-in. mold-board plow, working 6 in. deep, requires three horses. The average draft of a horse is 150 lb., and his walking speed about 1.8 miles per hour. On this basis it is usually assumed that a 14-in. plow requires a pull of only about 450 lb., but this is practically always exceeded on account of the fact that in plowing horses are worked considerably beyond their average draft. Actual dynamometer tests of three horses pulling a single 14-in. plow show a drawbar pull as high as 600 lbs., or 200 lbs. per horse. In considering the problem of applying tractor power to plows, it is not safe to figure on much less than 700 lbs. average drawbar pull per plow, and it is necessary to provide sufficient power in the tractor to exert a pull of 1,000 lbs. per bottom for average conditions of plowing. This is due to the fact that in a field where the average pull per bottom will be 650 or 700 lbs. hard spots or tough places will often increase the draft to from 950 to 1,000 lbs.

Little information is available in regard to the power required to pull other farm implements and the field for experimental research work in this direction is immense. Plow and implement manufacturers are studying this problem at the present time and are constantly working toward higher efficiency in their machines.

The future will undoubtedly see many of the existing farm tools modified to make them more adaptable to the tractor, and capable of doing more work with a less expenditure of power.—C. M. Eason.

### Canada to Refine Nickel

It is a strange situation indeed that Canada, while producing over 80 per cent of the total nickel output of the world, should cheerfully export the ore and matte without any attempt at developing in Canada the establishment of a nickel refining industry. Even the man in the street is aware of the tremendous value of nickel at the present time—when it is so essential to the production of steel.

In the year 1914 Canada exported 46½ million pounds of nickel contained in ore or matte; 36,015,642 pounds to the United States and 10,291,979 pounds to Great Britain.

We waken up slowly, as is

evidenced by the fact that press reports state that the government will soon be in a position to announce that "a considerable proportion at least" of the Sudbury nickel ore will be henceforth refined in Canada.

Last March the Canadian government entered into negotiations with the International Nickel Co., an American concern. It is now stated that this company have purchased a site in Nova Scotia, upon which a refining plant will be erected. The agreement with the government provides for refining in Canada all the nickel required for Canadian consumption—which is mighty little—and as far as possible what may be required for the needs of the Imperial government. No intimation is given that the Canadian government will itself go into the nickel industry or prohibit export of the ore to the United States.

It is, to say the least, passing strange that any country with virtually a monopoly of a mineral so essential to steel production should allow its nickel to be refined outside its borders—even in part. The government was warned anent the nickel situation at the outbreak of war. It is a suspicion that is open to every business man that the International Nickel Co. may be—to put it mildly—international in its sympathies! This is evidenced by the fact that after the war started it is reported to have succeeded in sending the refined product to enemy countries.

Other nations have conserved and fostered institutions of importance to the success of our armies. Are we to believe that had Germany possessed nickel ore deposits she would have sent the ore to France for refining? Canada could have established government refining plants. Money a-plenty has been wasted on less laudable objects. There is little need to talk of developing Canadian mining industries if sufficient Canadian capital cannot be procured to institute the refining of Canadian nickel in Canada.

### Freight Classifications

The Prairie Provinces branch of the Canadian Manufacturers Association, during the recent sittings of the Railway Commission, advised the latter body that it was the purpose of the Express companies to hold a meeting with the principal shippers in an endeavor to arrange a satisfactory rating for the classification of castings without involving any increase in revenue, and that should this be unobtainable the

association desired permission to make further representations to the railway commission. This was granted.

The Express Companies have asked the Railway Commission to approve of a change in the express classification which may be interpreted to mean that there is not sufficient room in the regular car on the train for a shipment, that the Express Companies shall have the right to furnish a second car and charge a minimum of 10,000 lbs. It is expected that this matter will be adjusted so that the regulation will only apply to large bulky articles.

### Appropriations for Agriculture

The Dominion Department of Agriculture have made an appropriation of one million dollars for Canadian agriculture for the year 1916-17. Of this sum the following amounts have been allotted, amongst others: Experiment farms, \$846,000; development of dairying, \$155,000; development of live stock industry, \$600,000; seed testing, \$150,000. The following appropriations are made to the prairie provinces: Manitoba, \$70,767; Saskatchewan, \$74,870; Alberta, \$61,747.

### A New Type of Wind Stacker

As most dealers are aware, the ordinary grain separator equipped with a wind stacker has this attachment applied to the machine in such a way that it must be driven by a separate belt, with a resulting requirement of power from the outfit. A thresher expert in Argentina, South America, has patented a novel and effective type of stacker, which he attaches to the cylinder shaft by means of a pulley.

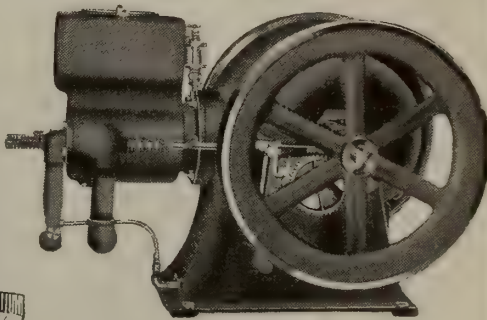
The cylinder revolving on its axis rotates the pulley, to which a large inclosed fan is attached, thereby deriving motive power direct from the cylinder without the use of shafts or belts. When working, the fan, on account of its weight, great speed, and resulting momentum, is really an aid to the cylinder in heavy work, after the manner of a heavy fly-wheel. The current of air generated by the fan is carried to the rear of the machine through a long steel tube into which the straw is emptied after the grain has been separated, and is blown out through another long tube that has both lateral and horizontal adjustments so that it can be placed in any position for good work, depending on the wind.

## "CANUCK" GASOLINE ENGINES

MADE IN SIZES:

1½, 3, 4, 6 and 10 H.P.

Simple, easily operated; light in weight, finely balanced. Unequalled for farm work—very economical in running. Compact design. Jump spark ignition—enclosed crank case and fool-proof carburetor. Strong five-year guarantee. You can sell this engine easily.



### Lister Grinders

Very large capacity, low power consumption. Fine adjustment. Strong reversible plates; heavy shaft, extra long bearings; worm force feed. Guaranteed to grind more feed on the same power than any grinder of the same size made. Sold with or without base.

### Lister Engines

British built, and the highest grade engines sold. Exceptional durability. Made in 2, 3, 5, 7 and 9 H.P. sizes.

#### OUR LINE INCLUDES:

Lister Gasoline Engines, Grain Grinders, Electric Lighting Plants, Milking Machines, Cream Separators, Churns, Sawing Outfits, Silos, Combination Threshers, Pumps, Pump Jacks, etc.

#### Get Our Agency Offer

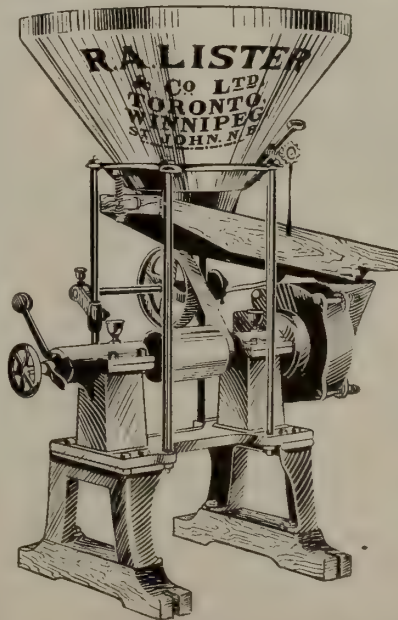
**R. A. LISTER & CO., LTD.**

GALT BUILDING, WINNIPEG, MAN.

TORONTO, ONT.

QUEBEC, QUE.

ST. JOHN, N.B.





### Protecting the Grain Separator

The United States Department of Agriculture has recently made a study of explosions in threshing machines, and has in a recent bulletin recommended various measures for the prevention of dust explosions and fires in grain separators. Three measures may be adopted to prevent loss from this cause. These are: (1) The installation of an efficient grounding system for the removal of static electricity from the machines; (2) the installation of a suction fan to remove smut and dust and to prevent the formation of an explosive mixture of dust and air while the threshing is being carried on; and (3) the installation of a device to act as an automatic fire extinguisher which in the event of fire will not only save the machine, but prevent the flames from spreading to the surrounding grain.

The first two of these devices have been tried with successful results in the field. The automatic fire extinguisher was not constructed until the 1915 threshing season had been closed, but it has been tested under severe conditions in the explosion galleries of the bureau of mines at Pittsburgh, and in these tests it has operated

successfully. A total of 27 tests were made, and in no case was there failure.

Blue prints of each of the three devices may be secured upon application to the office of Public Roads and Rural Engineering at Washington, D.C. The study of dust explosions and fire in separators indicate that static electricity is the cause of a great majority of these accidents. The electricity may be caused by the operation of the machine; when, under certain conditions, the dust laden interior atmosphere of the separator will readily ignite. Investigations indicate that the best preventative method is to connect wires from all the moving parts of the machine to one wire which is "grounded." The installation of the suction fan is desirable as it dispels any favorable mixture of dust and air that would lead to ignition.

In addition to electric sparks foreign materials which find entrance into the separator may start fires, and for this reason the automatic fire extinguisher is regarded as a desirable additional protection.

This extinguisher consists of a tank filled with a soda solution mounted on top of the separator, within it being a bottle filled with

sulphuric acid. A wire line, in which are mounted a number of fuses, connects the tank with the separator. If sufficient heat is developed within the separator, one or more of these fuses will melt. This breaks the wire line and releases a trigger, which in turn frees a tripping mechanism and causes a hammer within the tank to strike and break the bottle of sulphuric acid. The discharge of the sulphuric acid into the water containing soda forms carbon dioxide. This generates sufficient pressure to force the water through the discharge pipe and the discharge nozzles to all the crevices of the separator.

The locations of the fuses will vary with each type of machine. They must be such, however, that the fuses are sure to be reached either by the flame or the heat.

In recent years the number of explosions and fires in threshing machines appears to have been increasing to such an extent that the situation is now serious in many sections of the country. Definite reports of 166 such accidents were received by the field workers of the United States Department of Agriculture and investigated. It is probable, however, that many more explosions occurred on which no report was made.

pounds. The firm of Krupp, the government gun works, declared a dividend of 12 to 24 per cent for 1915. The excess profits were fifty million marks (\$11,900,000). Evidently munitions pay in Germany, as elsewhere.

### Can You Beat It?

It has been said by implement jobbers that the dealer, in some cases, lacks progressiveness. We can furnish indisputable proof that he is, if anything, ahead of the times. In the weekly advertisement of a firm of dealers in a town in Alberta, following an announcement covering mowers, cream separators, engines, etc., appears the progressive statement that the firm deals in aeroplanes!

### Carriage Builders' Convention

The United States Carriage Builders' National Association will hold its forty-fourth consecutive annual convention at Cincinnati, O., during the week of Sept. 25-29, and an unusually good attendance is anticipated.

While the automobile has had an effect upon the carriage trade in the United States, a census report made public in June gives the number of horse-drawn vehicles produced in 1914 as in excess of 1,187,000 of all classes. Of this number 558,400 represented the output of buggy factories. The total value was \$135,792,357. In all, 5,320 manufacturing establishments were included in the enumeration.

From these official statistics it is clear that the horse-drawn vehicle industry is still a thriving business in the United States, and that although the production has fallen off during the last few years, those who have remained in the business are still enjoying their old-time prosperity.

It's costly, very costly, to carry old accounts. Interest rates are high, and you must figure interest against old accounts. It costs at least 6 per cent to carry every account on your books. Can you afford it?

## HERO GRAIN SEPARATORS HELP FARMERS GET RICH



Made in  
Two Sizes:

**Hero No. 1**  
24-inch  
screen

**Hero No. 2**  
32-inch  
screen

Clean, Grade  
and Separate  
the Grain

### THE NAME AND REPUTATION SELL THEM

Hero Grain Separators have proved their superiority by years of service. For reliability and efficiency they stand alone. The "Hero" is the machine that boosts clean farming and delivers a death sentence on weeds. Cleans all grains with equal facility.

The mechanically perfect construction of Hero Grain Separators keeps them sold. The pleased customer advertises the fact—and his neighbors follow his example. That's why Hero Agents GET THE BUSINESS. We manufacture a full line of baggers for these mills.

Don't delay, get the Agency in your District for Hero Grain Separators

Selling Agent for Saskatchewan:

Bert Conway, P.O. Box 380, Regina, Sask.

**HERO MANUFACTURING CO., LIMITED**  
357 JOHNSON AVE. WINNIPEG, MAN.

### A Self Starting Tractor

At the St. Louis tractor farming demonstration, held July 31 to August 4, a tractor equipped with a self starter had its initial test. Several tractors were demonstrated equipped with electric light attachments, plowing being performed at night. Tractors were shown performing a vast number of different kinds of work.

### Steel and Iron in Germany

According to a Berlin trade journal, the output of the rolling mills in Germany have been decreased by the war. In 1915 11,243,360 metric tons were produced, as compared with 13,165,589 in 1914, and 16,698,950 in 1913. A metric ton equals 2,204½



## Mr. DEALER Cater Can Sell You

Wood or Iron Pumps cheaper than any one in the West.

Get His Prices Before You Order.

**Brandon**  
**Pump & Windmill Works**  
Brandon Man.









strations held in the United States this year has arranged to make draft tests on each field so as to establish an average pull per plow. Trial furrows will be cut daily in different sections of the field, and at the head of each furrow the index of the plow draft will be posted. By comparing these furrow records and the performance of the tractors in the different sections, a fair comparison can be found as to the relative showing of each machine.

In making these tests a hydrostatic dynamometer is used, this apparatus recording automatically the drawbar pull necessary to pull the plow. Different soil conditions obviously give different dynamometer readings.

#### Saving the Horse During Harvest

The light weight general purpose engine for use on the grain binder will, in one season, save the farmer a considerable part of its purchase price. With a binder engine the horsepower necessary to operate the binder is reduced by two horses, the engine operating all the binder mechanism and the horses simply hauling the weight of the machine.

When Western Canada has a dry harvest season, excessive heat

is a normal condition. Who can estimate the number of horses that die annually in the grain belt of Canada because of the killing work of operating binders in hot weather?

The value of a single horse, which is killed by the heat and over-exertion in harvest time, is as much as the cost of a binder engine. So if the owner of a grain binder saves a single horse from dying in the field he gets his engine for practically nothing.

When the binder is equipped with an engine more than 50 per cent of this killing work is placed upon the motor and the horses are mercifully released from the strain. With two horses less the work goes merrily along, and with no risk of killing a horse by over-exertion.

And if the harvest is wet, and heavy grain with down and tangled growth has to be cut, the binder engine again shows its wonderful value to the farmer, the machine simply being stopped while the engine purrs on—clearing the elevating and tying mechanism. Furthermore, the farmer has the engine for use during the entire year and for the years to come, and at no other cost than the fuel to operate it and possibly a few repairs. The price of his

engine, first cost, is saved to him by the cash value of the horse, or horses, that were not killed.

But even if a farmer should go through the season, using only horses, without the loss of a single animal, he would still be a long way ahead of the game if he installed an engine. This for the reason that he would do with fewer horses and his teams would not suffer from loss of flesh and

strong "upward squeeze" 55 times every minute.

This reverse action is very important as it prevents the congestion of blood at the lower end of the teat. Such a milker say this company cannot possibly harm the cows, in fact, there is usually a noticeable increase in the milk flow.

Certainly, the milking machine goes a long way toward the "hired



Milking Machines take the Drudgery away from Dairying

energy, as they would if the horses had nothing to do but to draw the binder while the engine did the hard work—that of operating the horse-killing mechanism.

The light weight farm engine, for binder use, is bound to be one of the biggest assets of the wide-awake dealer, and the man who proves to his farmer customers the economical value of the engine will add to his net profits in most satisfactory volume, as well as making friends with his patrons who are as anxious to save money as they are to make it. No dealer in Western Canada can afford to overlook the binder engine trade this autumn. If he does he is losing money.

#### Solving the "Hired Help" Question

Progressive dairymen are finding an effective and economical way of milking with very little "help." One good man with a milking machine will milk 30 cows an hour and do it all day long if necessary—no cramps or aching hands, either.

It's a pretty hot job in fall evenings to tackle a long row of cows with their tails all in action. But with the Sharples milking machine, the manufacturers claim that the whole job can be quickly and thoroughly done. And, the cows actually seem to enjoy the operation, it is stated, because the teat-cup gives the teat a good

help" problem. Farmers are fast coming to see this and to act accordingly. There is a growing demand for mechanical milkers and the wise dealer will be "prepared."

#### The Auto and Its Sale

If schedules published are carried out, the automobile manufacturers of the United States will build 1,250,000 automobiles in 1916. While this enormous output may not be reached, it is quite likely that 1,200,000 cars will be built. In one month the car factories of the United States are turning out more cars than the whole combined output of the year 1908.

Who is to buy this enormous total of automobiles?

The farmer is a big power to be reckoned with in this country as a buyer. The immense amount of money that is going to the producer of grain and other staples is almost unbelievable. Never before has the farmer been as prosperous as he has been in the last two years.

Big as the production has been for the past few years, it has not allowed supply to catch up to demand as yet. Even the cars on the second-hand market are being eagerly snapped up at prices that make this business another great factor in the industries of the country.

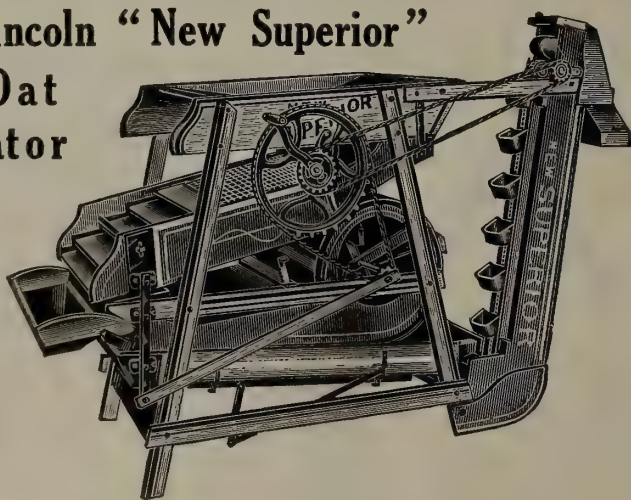
This is the last page. Did you read all the ads?

## KING OF WILD OAT SEPARATORS

### The Lincoln "New Superior"

#### Wild Oat Separator

With our patented open and blank space sieves, it positively separates every wild oat seed, causing them to lie flat, and not up on end.



### Patented Adjustable Wind Boards

are provided so that blast is always under control. Can blow out as much or as little as you like, making it a perfect oat cleaner and grader. The lower shoe is fitted with a cleaning rack that is adjustable, never touching the sieve, but just close enough to knock out any grain that gets stuck when going over the sieve. It is movable, working back and forth about two inches in opposite directions to the shoe. By this improvement the capacity is increased about 25 per cent.

#### It is Strong, Well-built and Bolted—Not Nailed

Our machine is built to clean any kind of grain and do perfect work. What the "NEW SUPERIOR" cannot do, no other can do. Exceptionally easy to operate, it will appeal to your customers.

Made in Sizes 24, 32 and 42 inches wide, with or without bagger, and with power attachment for gasoline engine if desired.

WRITE FOR DEALER'S PROPOSITION AND FULL PARTICULARS.

### Cushman Motor Works of Canada, Ltd.

Builders of light weight, high grade Gasoline Engines for all Farm Power Work  
289 PRINCESS STREET WINNIPEG, MAN.





## Mr. A. C. McIntyre Made Money Thousands of Others are Doing It You Can Do It with the LILY or the PRIMROSE

**M**R. A. C. McINTYRE, of Orillia, Ontario, is one example of what a dealer can do with **LILY** or **PRIMROSE** separators. In 1912 Mr. McIntyre sold 10 separators; in 1913 he sold 22 separators; in 1914 he had 17 sales; and in 1915 he sold 58 **PRIMROSE** cream separators. This year he expects to boost his sale of **PRIMROSE** machines to at least 75 sales.

Just so are sales of International Harvester cream separators growing in every community—in yours. Sell **LILY** or **PRIMROSE** separators. Not only have they a score of unbeatable features that have made them popular, but they furnish you with these sales-making factors:

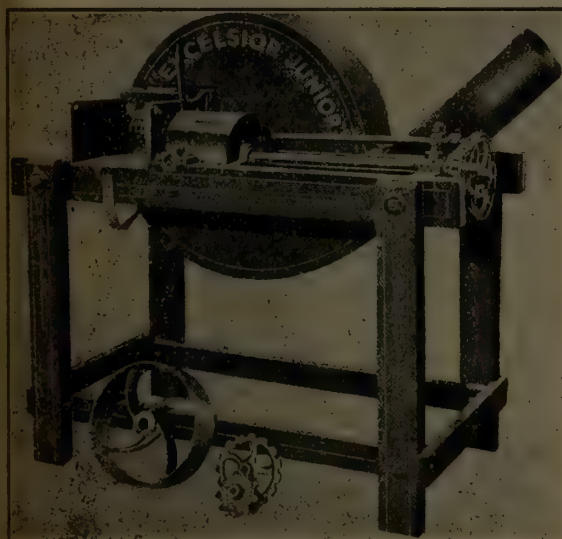
1. **LILY** and **PRIMROSE** separators carry with them the same reputation that goes with the name International Harvester.
2. They bring with them the famous Sales Promotion Campaign that has turned thousands of prospects into sales.

Write the nearest branch house now, before the season gets a good lead on you. Get a contract for the **LILY** or the **PRIMROSE**—good territory now open.

### INTERNATIONAL HARVESTER COMPANY OF CANADA, LTD.

#### BRANCH HOUSES

At Brandon, Calgary, Edmonton, Estevan, Hamilton, Lethbridge, London, Montreal, N. Battleford, Ottawa, Quebec, Regina, Saskatoon, St. John, Winnipeg, Yorkton



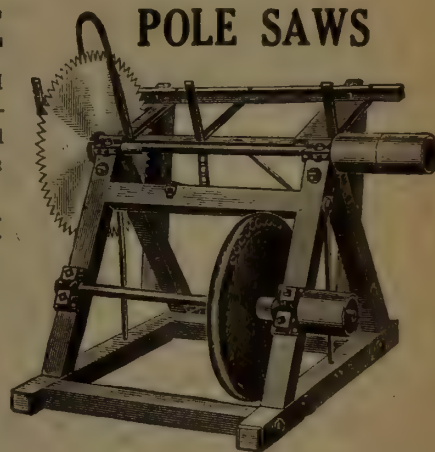
## “EXCELSIOR JUNIOR” Blower Feed Cutters Make Good on Every Farm. Ask Us Why!

Every farmer with from 5 to 15 head of stock is a sure prospect for the “Excelsior Junior” Feed Cutter. The blower attachment on the flywheel carries feed to any part of the barn, or elevates it any height up to 20 feet. Only 4 to 6 H.P. required, by Engine, Windmill or Sweep Horse Power. Cuts and elevates  $\frac{1}{2}$  to  $\frac{3}{4}$  ton of feed per hour. Cuts three lengths,  $\frac{1}{2}$  to  $1\frac{1}{4}$ -inch, by means of change gears. Nine-inch throat, two concave knives of best Sheffield steel; blower connection fits common 6-inch stove pipe. Pulley 12 x 4 inches. One lever starts, stops and reverses. Weight 325 lbs.

### WATSON'S HARDWOOD FRAME

Built with solid steel shafts and boxes; extra heavy solid balanced flywheel. Three 5 x 6 inch pulleys. Rigidly braced hardwood frame—made to stand great wear and tear. Complete sawmandrels supplied separately if desired. Ask for prices of our cordwood and pole saws

### POLE SAWS



### THE WATSON LINE INCLUDES

1½ H.P. Engines	Root Pulpers	Horse Powers
Pulverizers	Bevel Jacks	Harrow Carts
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Boss Wood Harrows	Roller Crushers	
Light Delivery Sleighs	Channel Steel Harrows	
Boss Steel Harrows	Warehouse Trucks	
Feed Cutters (seven styles)	Grain Grinders	
Hand and Power Washing Machines		

Get Prices on our “Viking” and “Standard” Cream Separators

WE CARRY REPAIRS FOR

Moline Plows and Disk Harrows; Monitor Drills; Mandt Wagons and Trucks; “National” and “Mandt” Manure Spreaders; Adriance Binders, Mowers and Rakes. We also handle Janesville Plows, Disk Harrows, etc.

### Watson's Washing Machines Start Easy--Work Easy--Sell Easy

Help your lady customers take the drudgery away from washday by showing them our line of hand and power washers. Below we illustrate the I.X.L. High-Speed Washer—the easiest driven and most efficient washer made. Finely finished red cypress tub; large opening for clothes. Washes quickly and perfectly with no damage to the finest fabrics. Get our prices and sell washing machines this summer.



*John Watson Mfg. Co.*  
LIMITED

CHAMBERS AND HENRY STREETS, WINNIPEG



**O**UR Travellers are now on the Road making 1917 Contracts.

We are offering Western Dealers the best 1917 automobile proposition they can get.

Don't decide until you have obtained particulars of what we have to offer you.

**WRITE AT ONCE**

**Joseph Maw & Co., Limited**

*Distributors*

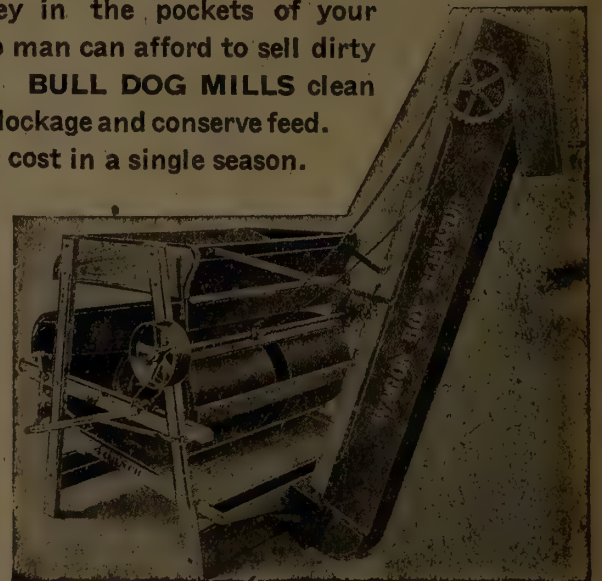
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## BULL DOG FANNING MILLS

Will put money in the pockets of your customers. No man can afford to sell dirty grain this year. **BULL DOG MILLS** clean the grain, save dockage and conserve feed. They save their cost in a single season.

Made in three sizes: 24, 32 and 40 inch sieve widths.

Capacities: 25 to 125 bushels per hour.



The 40-inch Power Bull Dog, with Wagon Box Elevator.

Every mill sold on an absolute guarantee. Cleans oats, wheat, barley, timothy or clover equally well. Automatic feed, even flow of grain; 10 to 16 foot elevator; 13 sieves and screens furnished with each mill. Power attachments supplied for 24 and 32 inch mills. Get busy and send your fall orders. We can ship on the shortest notice.

**Specialists in Grain Cleaning and Grading Machinery**

**TWIN CITY SEPARATOR CO., LIMITED**

Off Logan Ave. on Quelch Street, Winnipeg, Man.



## The Wagon Success of the Year—

**T**HE WEBER WAGON with its solid side box, 3x4-inch reach, folding end gate, and link end rods, made a decided hit in Western Canada during the past year, and promises far larger sales for the year to come. Its success proves that Canadian Farmers appreciate quality, and the service and durability that quality gives. Such factors **sell** Weber Wagons.

It does not require much energy to convince any farmer that the **WEBER WAGON**, as made for Western Canada, is the best wagon buy on the market. Most farmers have been convinced by what they have seen and known of the Weber success.

**WEBER WAGONS** are made in Canada, of the best grades of wagon material it is possible to buy. Ask any Weber wagon owner how his wagon stands up, and what kind of service it gives him. That's the best way to get a dependable opinion.

Our folders tell all about the material, construction and design of these high grade wagons. Write us at the address nearest you and we'll send you complete information. Here's a wagon you should know about. Here's the wagon you should sell. The Weber is **the** wagon success.

**INTERNATIONAL HARVESTER COMPANY OF CANADA, LTD.**

**BRANCH HOUSES**

At Brandon, Calgary, Edmonton, Estevan, Hamilton, Lethbridge, London, Montreal, N. Battleford, Ottawa, Quebec, Regina, Saskatoon, St. John, Winnipeg, Yorkton



# CANADIAN FARM IMPLEMENTS

VOL. XII., No. 9

WINNIPEG, CANADA, SEPTEMBER, 1916

SUBSCRIPTION PRICE IN CANADA (Per Year, \$1.00 Per Copy, 10 Cents)



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Established 1865

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Paid-up Capital ..... \$ 5,000,000  
Reserve Fund ..... 3,400,000  
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This bank, having over 315 branches in Canada, extending from Halifax to Prince Rupert, offers excellent facilities for the transaction of every description of banking business. It has correspondents in all cities of importance throughout Canada, the United States, the Continent of Europe, and the British Colonies. Collections made in all parts of the Dominion, and returns promptly remitted at lowest rates of exchange.

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## WATSON GOODS—For Business Building and Profit Making They will bring the Customer back to your Store

### HARDWOOD FRAME POLE SAWS

The best saw frames made for the use of the farmer. Built with solid steel shafts and boxes; extra heavy solid balanced flywheel. Three 6 x 6 inch pulleys. Rigidly braced hardwood frame—made to stand great wear and tear. Complete saw mandrels supplied separately if desired. Ask for prices of our cordwood and pole saws.

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Big Profits, Steady Sales  
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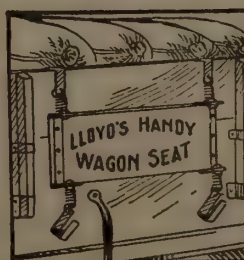
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## It Shortens the Longest Road

For Your Customers

Lloyd's  
Low-Down  
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Wagon Seat



The Wagon Loaded

They Fit Any Wagon or  
Sleigh Box Made



Going Home

Light, strong, safe, durable. Takes no wagon space. Springs, tested to carry 600 lbs. Every farmer wants one. Low set, easy riding over the roughest road. Lay in a stock—they'll sell on sight this fall. Ask for our special dealer's offer.

Wawanesa Wagon Seat Company

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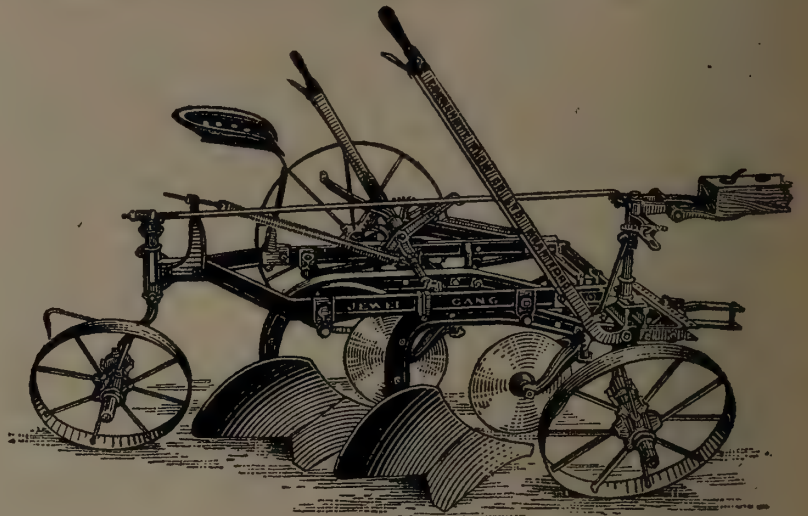


# It Always Pays to Handle Cockshutt Plows

They have stood the test of time and are adapted to any demands that can be made of them. They make and hold satisfied customers—farmers who come back to you for other lines of implements and machines.

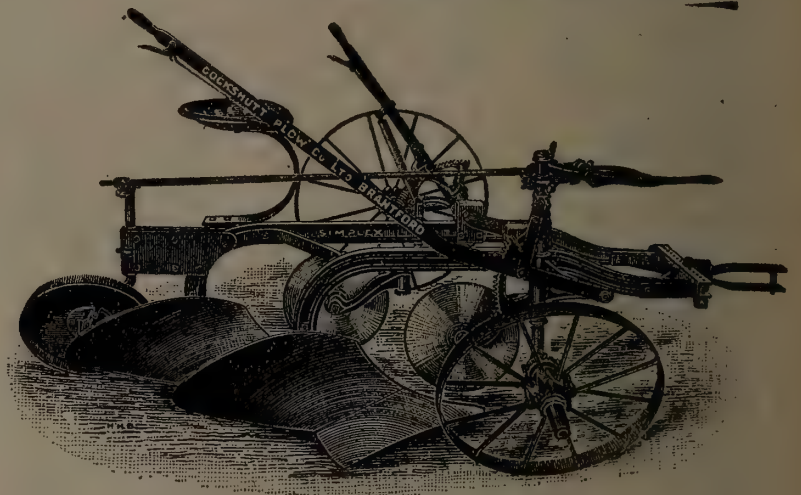
## Cockshutt Jewel Gang

A high-lift gang of exceptionally strong construction. Foot lever raises and lowers the bottoms. Beams are high and give extra clearance. Fitted with wide clevises with plenty of adjustment. Equipped with either stubble or breaker moldboards—a style for any class of plowing. Dust-proof wheel boxings insure light draft.



## Cockshutt Simplex Gang

One of our newest types—and just what its name implies. Plenty of strength and capacity for work. All steel and extra strong—see the clevises, draw bracket, axle bracket, etc. Levers are strong, easily reached and operated. Wheels have dust-proof boxings. One of the best and most popular plows we have ever put out.



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A frame plow that carries its moldboards on substantial steel legs. Can be fitted with either stubble or breaker boards—also third bottom and riding attachment when wanted. Levers are convenient and work on fine-tooth ratchets. Frame strongly braced—no warping or pulling out of shape. Dust-proof boxings in all wheels.



Write our nearest Branch Office for particulars regarding Contract and Sales Proposition for the COCKSHUTT - FROST & WOOD LINE. Now is the time to get busy on Fall Orders.

# COCKSHUTT PLOW CO., LIMITED

WINNIPEG

REGINA

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# CANADIAN FARM IMPLEMENTS

Vol. XII., No. 9

WINNIPEG, CANADA, SEPTEMBER 1916.

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## THE DESIGN AND EVOLUTION OF THE TRACTOR

By W. A. HORTH, B.S., M.E.

The development of the modern gas tractor was the feature of a very informative address by W. A. Horth at the recent convention of the National Gas Engine Association. As this expert points out, the development of the tractor necessarily goes hand in hand with the wonderful evolution of the gas engine. Comparing the tractor to the automobile, we must admit the fact that the development of the latter virtually has rested not in external design but in the vast improvements that have taken place in the design of the motor itself. In the present stage of tractor development, there are so many different designs that it seems futile to discover any definite similarity or trend towards standardization.

The problems confronted in tractor manufacture are unusually complex. Among the essentials in tractor design are: a tremendous and continuous maximum power output, coupled with a demand for an exceedingly wide range of adaptability. We know that one horse power is 33,000 foot pounds per minute—that is we exert one

### H.P. and Drawbar Pull

The tractive power of a tractor manifests itself at the drawbar. Maximum drawbar pull can be attained only through adequate friction of the drivers on the ground. But friction depends solely on the weight and the condition of surfaces in contact. Hence there must be a definite

power of the motor. And here we recommend a figure, based upon elaborate data, gathered throughout the country through practical demonstrations by actual field performances of successful tractors.

As a fair average 250 lbs. expresses the drawbar pull for every 1 h. p. of the motor at one mile

estimate for one 14 inches wide, 6 inches deep furrow, hence this tractor at 2-mile speed will safely pull two plows.

In rating the horse power of the motor, manufacturers are rather conservative. Reputable firms under-rate their motor power ten to fifteen per cent to allow a safe margin for overloads and to be above the guaranteed drawbar pull. Present-day practice names the tractor after drawbar horse power and engine power combined as 8-16 h. p. or 12-25 h. p. tractors. The tractor through the very nature of its construction as a self-propelled power plant, is undoubtedly most useful on the drawbar nevertheless in the design of very recent all-around tractors, the utilization of the motor for high-powered belt work is given primary consideration.

### Chain or Gear Drive?

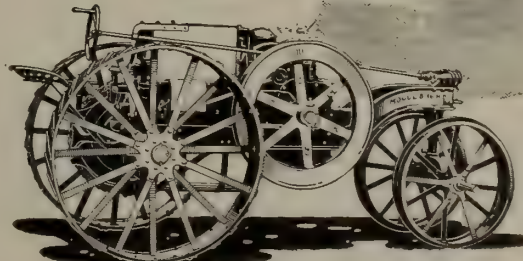
The real revolutionizing step in modern tractor transmission design is the introduction of the chain drive. The sudden rise and popularity of motor trucks, the rapid evolution of modern gas tractors, was made possible by



ABOVE—A view of one of the first successful steam traction engines produced in Great Britain.

ON THE LEFT—One of the heavy pioneer types of the gasoline tractor.

ON THE RIGHT—A modern light-weight tractor, developing 8-16 horse power on kerosene.



horse power by lifting one pound 33,000 feet, or by lifting 33,000 lbs. one foot high in one minute. While in the automobile the paramount object of the machine is speed, the reverse holds true in the tractor. Owing to its slow speed every power unit must create enormous stresses—hence strength must be the dominating factor.

relation between the rated horse power of the motor and the maximum drawbar pull we might expect and guarantee on tractors. Conceding a certain per cent loss in the mechanical efficiency of power transmission and a certain per cent loss in traction efficiency, the drawbar pull can be expressed in pounds for a one-mile speed of the tractor and every unit horse

per hour tractor speed. The drawbar pull is inversely proportional to the speed of the tractor. It decreases as the speed increases. Thus at plowing speed, 2 miles an hour, the above estimate is 125 lbs. If, for instance, the rated horse power of the motor is 16 h. p., then,  $16 \times 125 = 2,000$  lbs. drawbar pull to be guaranteed. We favor 800 lbs. pull as an average

applying this highly efficient power transmitting medium—the modern roller and silent chain.

While a newly assembled gear drive is 92 to 97 per cent efficient, we do not contend this for the gear drive, but perfect assembling so essential in gear drive need not be so rigorously observed on a chain drive. Easy repair, speed change efficiency, strength and the



excellent material and workmanship in the modern chain drive shows that the adaptation of the chain drive on the tractor is without equal.

While it is true that various attachments and special features and equipment enlarges the scope of adaptability of the tractor, the trouble is that as these items increase, productive cost must increase. The only way out is to specialize in types of tractors. For instance, in one firm alone 13 different types of wheel lugs may be on the specification list. The work a tractor is called upon to perform is either road, field or belt work. To design a machine equally suitable for all kinds of work is the great aim of the manufacturers. The tractor, however, that suits one class of work may not suit another and different adaptation.

#### Universal Tractor Hard to Get

Take, for instance, a spring mounted tractor, built light and sturdy, with narrow heavy tires of ample diameter. This tractor will prove its excellence on the road, while an endless track type of machine will outdistance it in drawbar efficiency and belt work possibilities, beyond comparison. It would be a very hard task indeed to embody the paramount features of these two types in one combination with similar success.

Purely as a manufacturing proposition the small tractor, with its initially low cost, great flexibility and present day popularity, seemingly offers the greatest possibilities. But let us not forget that this sudden and amazing popularity may be only psychological, owing to the fact that this light weight tractor gave the first sign of permanent success after many years of failure with larger tractors. It is easier to build and sell a small tractor than a large one; notwithstanding, there are thousands of farms where they will not even consider the small tractor for their purposes and where they are looking for the large modern high power tractor.

In the United States there are 94 manufacturers, making 135 different styles of tractors. Of these there are 75 four-wheelers, 44 three-wheelers and 17 models of endless tracklayers, two-wheelers and four-wheel drive tractors. Among the very latest modern light tractors of less than 10 drawbar horse power rating, 70 per cent are three-wheelers.

We are making no marked progress in the development of four-wheel drive tractors in this country, although much experimenting is done abroad with rather good success. The endless track, or caterpillar type machine, is the

result of study to perfectly grip the soil. Rather odd appearance and high price have made this machine only popular in sections where peculiar soil conditions call for its use. A tendency to spring mounted tractors is evident, but Mr. Horth only considers this feature a help in the case of two or three speed tractors with a view to road work.

#### The Type of Motor

He believes that the motor for individual requirements can hardly be the deciding factor in the ultimate success or failure of a tractor. Although he regards it as absolutely necessary to build a special motor for tractors, these specialties mainly affect the strength, interchangeability of parts, regulation, lubrication and cooling.

The adoption of a sturdy, single cylinder motor for power plant in small tractors resulted from a desire to reduce possible breakdowns to a minimum by observing almost crude simplicity and by having the fewest number of working parts. Besides, laboratory tests prove that a single cylinder, low-speed motor—speaking of the low compression type, of course—has the highest fuel economy on kerosenes. At the same time, it shows adaptability for belt work, great durability, and is pre-eminently suitable for low tension ignition.

#### Gasoline or Kerosene?

There is hardly a problem more widely discussed and propounded from all angles than the fuel problem for tractors. If one gallon of kerosene contains as many or more heat units as gasoline—a scientifically established fact—there can be no plausible excuse for not running on the cheaper of the two.

The majority of manufacturers advertise their tractors to burn gasoline, and the lower grade fuels equally well. They accomplish this in most cases by attaching to a standard gasoline engine two fuel tanks and a special carburetor equipped with hot air intake tube and water spray.

Kerosene attachments have not proven successful. Their disappearance warrants the assertion that to have a kerosene burning tractor means a lot more than to equip the engine with a special carburetor. In order to burn cheap fuels successfully, it is necessary to design the motor especially to that end. The best kerosene tractor engines on the market to-day have a fuel economy of .7 to .8 lbs. per horse power hour. On these engines no better results could be obtained with gasoline.

#### Distributing the Tractor

The larger concerns distribute their tractors through their regular selling agencies. Besides these, the logical distributor is the farm implement dealer. Mail order house practices and direct from factory selling methods to supply the market cannot prove efficacious, since it is very necessary to have a local trade representative acting simultaneously as tractor expert, at this early stage in the tractor industry, when so much scepticism and prejudice are encountered.

Irrespective of the amount of commission attributed, there is a hesitancy on the part of dealers to accept agencies, even for reputable tractors, on account of newly inaugurated selling methods on full cash basis. The dealer ought to consider that every tractor customer is a prospect for other farm implements necessitated or suggested by the application of mechanical power.

A very important phase in a selling organization's policy should be to recommend the type and size of tractor, which, to the best of its belief, based upon wide field experience and reports from various territories, is most suitable to perform its daily task.

#### The Tractor and the Dealer

In an address to a convention of retail implement dealers in Kansas City, Guy H. Hall, secretary of the Kansas City Tractor Club, made the following interesting comments on the tractor proposition as affecting the dealer:

"In the sale of tractors some dealers consider that the average twelve to eighteen per cent commission allowed is not enough—it does not show a profit when the cost of selling has been deducted.

"Figures that have been carefully compiled show that your average cost of doing business is fifteen to seventeen and a half per cent, based on selling. On the face of it it looks as though you would be just swapping dollars selling tractors at twelve to eighteen per cent profit. As a matter of cold dollars and cents business, it isn't swapping dollars—it is making you money, more money, if you please, than you make on any line you handle, regardless of the apparent per cent profit such lines may pay. In figuring net profit you must consider turnover of stock. I am not in possession of accurate figures that show the average stock you gentlemen carry. However, from information I have received I would judge that \$25,000 is a safe estimate to place on the amount of stock the

average dealer has his capital tied up in. That stock is turned about twice a year—it's an exception, a most noteworthy exception, where an implement dealer has gross sales of more than \$50,000 with a \$25,000 stock.

"Now for tractor sales: To present actual figures we will use a tractor selling at \$700 f.o.b. factory as an example. The commission on that tractor we assume to be eighteen per cent, which is a safe average—the net cost to you being \$595. A carload, five tractors, cost you \$2,975. Remember that all you have invested in these tractors is \$2,975, your profit on the carload being \$525. With conditions as favorable as they are to-day it's a poor dealer who cannot sell at least five carloads of tractors in 1916. I might say right here that I know dealers who will sell 100 to 150 tractors this season. Your gross profit on the five carloads of tractors will be \$2,625, on an investment of \$2,975. That's the way you have got to look at tractor profits. Tractors are a specialty. Not screws, not shovels, not plows. Tractors are a specialty line—just as automobiles. A specialty line that requires a comparatively small investment, yet pays a total gross profit largely in excess of any staple line. The specialty dealer is going to handle tractors, automobiles, and one or two other lines that sell for cash.

#### Tractoritis

The farmer's getting anxious now to see the different tractors plow. He wants to see them side by side for that will help him to decide which one will do his work the best, and why it's better than the rest. At Brandon Fair he got the bug while listening to the tractors chug, as up the rows they gaily sped—"that's goin' some" the farmer said. And while light tractors may be new, he wants to see what they can do. He meditates upon the fact—but wants to see how tractors act. If they're as handy as men say, he reckons that he'll buy some day. Life would be pretty easy then, and worry less in hunting men; all through the season he'd be seen a-raisin' crops with kerosene. He'd work a day or two each week, and do his work up fine and slick. Then he could rest for several days and smoke and watch the cattle graze. He'd laze and dream and meditate—then fish or dig a little bait. Around the tractor cannot lurk the thing that's known as killing work. This fact at least is being seen to penetrate the farmer's bean. Which is the reason why a man to sell light tractors now should plan. And while the farmer's in the mood, the dealer should find business good.

Would a system of rural credits imported from Germany be confiscated as contraband of war?

After a dealer has developed his salesmanship and store management, all that remains for him to do is to improve his buymanship.



### Freight Classification Vitrally Affects Implement Business

One of the lines of trade most seriously affected by the proposed new Canadian Freight Classification is the farm implement and machinery business. G. E. Carpenter, secretary of the Prairie Provinces Branch of the Canadian Manufacturers Association, points out that at the present time agricultural implements are carried at 6th class rates, the minimum carload being 20,000 lbs. The proposed classification increases the rates to the 5th class rates, also increasing the minimum carload weight to 24,000 lbs.

At this writing, the charge for a minimum carload of agricultural implements from a station in Eastern Canada to Winnipeg is \$124. The proposed classification will increase this charge to \$165.65, an advance of \$41.65 per carload.

To Regina the present charge is \$172. The proposed charge will be \$230.40, an advance of \$58.40. To Calgary the present charge is \$230, and the proposed charge \$302.40 per car, an advance of \$72.40. These increases represent an approximate advance of 33 1-3 per cent on each carload of implements. Similar increases are proposed to all stations.

According to Mr. Carpenter, several hundreds of changes are embodied in the proposed new freight classification. Some of the principal changes are:

(1) Increase in carload minimum weights; (2) advance in carload ratings; (3) more onerous conditions as to shipping packages; (4) a general tendency to obtain relief from responsibility for damage and obligation to furnish adequate equipment, drastic changes in the regulations regarding mixed carloads of several articles; (5) carload freight which was formerly loaded and unloaded by carriers is required to be loaded by shippers and un-

loaded by consignees; (6) railways will discontinue giving clear receipts except where contents of cars are checked by railways. In all other cases the classification provides for freight being handled at shipper's load and count.

In connection with the increased freight rates on implements, the following implements, as regards carload minimum weights, are increased from 20,000 to 24,000 pounds:

Corn Planters and Shellers  
Drills  
Plows  
Seeders  
Feed Cutters  
Binders  
Mowers  
Pulverizers  
Harrows  
Cultivators  
Hose  
Rakes  
Weeders  
Grain Cradles  
Harvesters  
Feed Crushers  
Land Rollers  
Manure Spreaders  
Hay Presses  
Teddens and Stackers

### Express Requirements on Shipping Repair Parts

In our May issue we reported fully a supplement submitted to the Board of Railway Commissioners by the Express Traffic Association for a proposed increase on express charges. Among other charges, this supplement provided for an increase in express charges on castings, loose or in bundles, and on single castings weighing 25 pounds or less, crated or trussed, from the present merchandise rates to one and one-half merchandise rates. This meant an increase of 50 per cent over the present express charges on castings so shipped.

These proposed increased charges on repair parts would materially affect the price of re-

pair parts to the farmer. The Winnipeg Wholesale Implement Association accordingly filed a protest against the proposed charges, agreeing that express shipment should be made in such a manner as would insure reasonable protection to the goods in transit, but that the proposed changes in the express tolls were unnecessary to attain the above object.

While the supplement applied merchandise rates in castings when shipped in boxes, barrels or packages, it was pointed out that it was impossible to crate some repair parts, while such crating would increase the value of the part and would also add materially to its weight. It was suggested that castings in boxes, barrels, crates and bundles, when securely wired and tagged, would take merchandise rates, also loose castings with linen tags attached.

A meeting was held to debate this question between the shippers and the Board, with the result that the revised paragraph regarding castings will be submitted to the express companies as follows, according to G. E. Carpenter, secretary of the Prairie Provinces branch of the Canadian Manufacturers' Association:

### Classification of Castings

Castings, N.O.S., metal, and nuts, bolts and rings. Charges must be prepaid or guaranteed. Castings in crates, barrels or packages not to exceed 10 lbs., securely wrapped in heavy paper, in bags (other than paper) not to exceed 50 lbs., in bundles not to exceed 50 lbs., when wrapped in burlap or securely fastened with wire of not less than 15-gauge, or if smaller wire is used it must be of equivalent strength.

If not so packed will be refused for shipment.

The above items, along with single fragile stove and furnace castings, weighing 15 lbs. or less, boxed, crated, trussed or cush-

ioned and wrapped in heavy paper will take merchandise rates.

If not so packed 1½ merchandise rates will be charged.

Single castings N.O.S. are classed as merchandise.

When practicable, addresses must appear on the articles themselves. Tags used must be of strong linen wired to shipment.

If undelivered, castings will be returned with charges "to collect" at following rates:

50 lbs. and under, actual weight at ½ the rate per hundred lbs. which applied to outgoing shipment, minimum 25 cents, except that the minimum on shipments weighing 5 lbs. or less will be 15 cents.

Over 50 lbs. actual weight at the rate applied to the outgoing shipment, minimum charge 25 cents. After 30 days the express company may return at the above rates.

### Freight on Woodenware and Building Supplies

Formerly all woodenware could be shipped in mixed carloads at the 5th class rates. The proposed freight classification materially changes former conditions. Now cars will have to be made up of those articles classifying 4th class and other cars of those classifying 5th class. The minimum carload weight was formerly 20,000 lbs.; this is reduced to 16,000 lbs. Clothes pins and wooden dishes are advanced from 20,000 to 24,000 lbs., remaining at 5th class rates. Butter, lard, pickle and wash tubs are changed from 5th class, minimum 20,000 lbs. to 4th class, minimum 16,000 lbs.

The carload minimum weight on asbestos building felt or paper, asbestos fibre and millboard, is increased from 24 to 30 thousand lbs. The minimum carload weight on asbestos lumber, roofing and shingles is increased from 24 to 36 thousand lbs., an increase of 50 per cent.



### Sell in Town or Country

Unequaled for hauling farm machinery, dairy and garden produce, feed, baggage, delivering merchandise, etc. Save the automobile and make it produce profits. Pulls so easily you can't tell it's there!

## GET INTO THE TRAILER BUSINESS The Warner AUTO TRAILER

IS THE MOST PROFITABLE AGENCY YOU CAN GET

30 x 3 Pneumatic Tires.  
Guaranteed 50 miles an hour Trailer.  
Chrome Vanadium Steel Axle.  
Ball Bearings with Cup and Cone.  
Noiseless End Gate Locks.

Automatic Hitch.  
Adjustable steel tongue for levelling body.  
Inside body dimensions: 68 x 43.  
Sides 12 inches, 8 in. flare boards.  
Capacity, 1,250 pounds.

Warner High-speed Trailers, manufactured by the Warner Mfg. Co., Beloit, Wis., have behind them the reputation of A. P. Warner, former builder of the Warner Auto-Meter and the famous Warner Timing device. You cannot sell your customers a better Trailer—and the price is very reasonable.

**Warner Mfg. Co. of Canada**  
333 Main Street WINNIPEG, MAN.



### Agents Wanted

We want Agents in unallotted territory. Don't delay but write at once. There's money for you in the WARNER AUTO TRAILER.





P. M. Sharples made the first separator in America (38 years ago). Sharples has been the foremost and highest-class American separator ever since. Sharples Separator factories are the largest and longest-established in America. Sharples machines are found in every dairying country in the world. The reason for this popularity is that the Sharples Separators have invaluable patented advantages found on no other make.

Farmers want a separator that will get *all* of the cream, even when the separator is turned too slow. *We have that machine.* You will profit by selling it to your customers.

## SHARPLES SUCTION-FEED CREAM SEPARATOR

- is the *only* separator that will skim clean at widely varying speeds.
- is the *only* separator that will give even cream at all speeds.
- is the *only* separator that will skim milk quicker when turned faster.
- is the *only* separator with just one piece in the bowl—no discs to clean.
- is the *only* separator with knee-low supply tank.

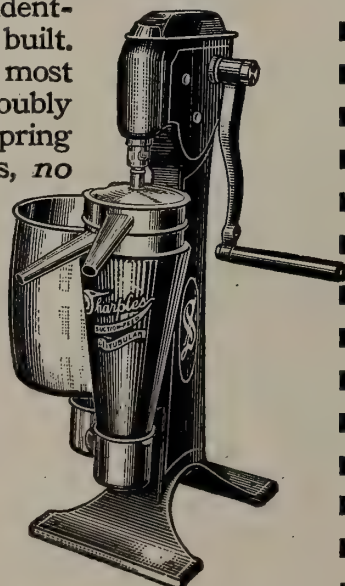
The Sharples is as near accident-proof as any separator can be built. Only one-half as many parts as most separators and each part is doubly well made. Sharples has *no* spring neck bearing, *no* discs or blades, *no* oil cups or oil holes. Many a Sharples Separator has not cost one dollar for repairs in 15 years. Does that mean customer-satisfaction? It does!

The "square deal" contract, the liberal commissions, the national advertising and mailing campaigns reaching *your* customers, our organization of road men, who give you prompt, expert assistance in selling and installation—all are strong reasons why you should hitch up with Sharples. Send for dealer contract, to-day!

**Sharples Separator Co. - West Chester, Pa.**

Also Sharples Milkers and Gasoline Engines.

Branches Chicago San Francisco Portland Toronto



### Cream Loss and the Separator

The dairy department of the agricultural experiment station at Purdue University, at Lafayette, Ind., held a series of experiments to determine the skimming efficiency of the various methods of creaming, to study the effects of these systems on the quality of the cream and skim milk, and to determine factors in the running, care and speed of the cream separator in regard to the efficiency of its skimming powers.

Four types of hand separators were used, the milk being separated immediately after skimming. It would seem, from the data collected, that a great loss in cream is due to the universal tendency of separator operators to turn the machine too slowly. Many dairy-men have been losing anywhere up to \$100 per year worth of butterfat, simply by turning their separators below speed.

Figures showing the effect of speed on the skimming efficiency of the separator indicate clearly that every machine has a certain speed at which it will do its most efficient work. The number of turns which the crank should make per minute is usually indicated on the crank. If the speed is reduced below that indicated, the skimming will be less complete and more fat is lost in the skim milk. It is not advisable to run the machine at a higher speed than that required, as there is danger of damaging the separator or of the bowl jumping the castings, nor does excessive speed increase the skimming efficiency of the separator. When the proper speed has been obtained, it should be maintained uniformly throughout the separation. Uneven running causes incomplete separation.

Any reduction of the speed below that indicated on the crank results in an increase of the per cent of fat in the skim milk, and also an increase of the speed in excess of the normal speed does not augment the skimming efficiency of the separator. Nothing is gained, therefore, by running the separator faster than directed. These experiments further show that a decrease in the speed of the separator gives thinner cream.

It has been shown by tests that over 95 per cent of the dairymen, who operated separators at a test held by a speedometer manufacturer, turned their machines too slowly. A speedometer, however, affords no guarantee against cream loss. It requires constant watching, and if the separation be left to negligent operators, loss must result.

The Sharples Separator Co., of West Chester, Pa., and Toronto, Ont., in a reprint of this interesting bulletin, show the amount of butter and the saving in cream affected by the use of the Sharples suction-feed separator, which machine, states the company, prevents any variation in the cream since it skims equally clean at all speeds. The various features in the design of the Sharples separator are brought out as solving the problems which arose from the tests held. These bulletins, we believe, will be mailed interested parties who address the Sharples Separator Co., Toronto.

### Live Stock in Canada

According to figures issued by the Census and Statistics Office at Ottawa, there were in Canada on June 30, 1916, 2,990,635 horses, 2,608,645 milch cows, 3,826,519 other cattle, 1,965,101 sheep, and 2,814,065 swine. As compared with 1915, these figures represent decreases in the number of horses by 5,464, of milch cows by 63,501, of sheep by 73,561, of swine by 297,228, but an increase of "other cattle" by 427,364.

Decreases apply principally to Eastern Canada, while in Western Canada all descriptions of animals show increases over last year, except swine and "other cattle" in Manitoba. There seems, by the number of cows in Canada, to be still a very large number of cream separator prospects in existence. How about your district?

### Temperature in the Silo

Every one who has used a silo has observed that at times the silage becomes hot. This is generally noticed on the surface during mild weather, as when the silage is being fed in rather small quantities. Many have supposed that the entire mass of silage becomes very hot and that a certain amount of heat is necessary to preserve it. Agents of various types of silos have also taken advantage of the lack of general information on this subject to make claims for or against certain types of silo on the ground that the temperature of the silage is influenced by the particular construction.

Experiments prove, however, that the temperature in the silo is never as high as is so often thought. After filling, it rises from 5 to 10 deg. the first few days, slowly declining during fall and winter. In good silage the temperature seldom goes above 100 deg. F. The only high temperatures are found on the surface when the air comes in contact with silage. A temperature much



above 100 means loss of silage. Corn put in the silo in a mature condition develops more heat than that put in green. No relation exists between the material used in the construction of the silo and the temperature of the silage.

### De Laval Announcement

The De Laval Dairy Supply Co. recently sent a notice to all agents stating that all exchange allowances, for either old De Laval or other makes of cream separators, would be discontinued on November 1, 1916. It is believed by the company that this plan will work to the advantage of both agent and company. While it is admitted that a good many sales are made through the granting of an exchange allowance, the majority of separator salesmen are of the opinion that the number of sales actually influenced in this matter is not nearly sufficient to offset the large cost it involves to the company, as well as the agent, through the sacrifice of a part of the agent's legitimate commission.

As a matter of fact, many agents have already discontinued the making of exchange allowances of their own volition, and no appreciable loss of business has resulted. The reasons why the De Laval organization have dis-

continued exchange allowances is because of the greatly increased cost of their separators, due to labor and material conditions. Exchange allowances had to be discontinued or the price of the product advanced.

### Killed by a Cream Separator

While the majority of cream separators are fully protected so that no gearing or spindles can harm the operator, there must be some on the Canadian market which do not follow the motto of "safety first." On August 8, Neola Soncy, the 13-year-old daughter of a farmer living north of Fort Saskatchewan, was killed by a cream separator. Her hair caught in a small spindle revolving rapidly at the top of the machine. Her scalp was torn off and death was believed to be almost instantaneous. The hair of the unfortunate girl was completely wound into the gears of the machine when assistance arrived.

### Cream Separators in the United Kingdom

The effect of the war on farming in Great Britain has been to emphasize more than ever the ne-

cessity for adopting modern farm equipment. A vast majority of the workers—many of whom are women—are inexperienced, and machinery of a simple nature is wanted. It is reported that a great trade demand exists for cream separators which would be easy in operation and easy to keep in order by a person unfamiliar with such apparatus.

In the past Sweden and Germany have supplied the British market with separators, and a few have been imported from the United States and from France. The manufacture of such machinery in England has been limited. Part of this supply is now cut off. It is especially difficult to obtain containers and pasteurizers.

Very little butter is manufactured in England, by far the greater part of what is consumed coming from Denmark, Russia, France, Holland, and other countries. Denmark furnishes three times as much as Russia and nearly twice as much as the total from all the other foreign countries.

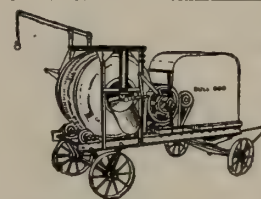
The factories which formerly produced cream separators are practically all devoted to the production of munitions.

Sharp practice seldom pays.

### A Great Dairy Country

Switzerland, while one of the most mountainous countries in existence, is one of the most progressive dairying countries in Europe. The manufacture of cheese and condensed milk has reached enormous proportions. There are no less than 2,100 cheese dairies in operation in Switzerland, with 796,909 cows.

The annual cheese exports alone are valued at more than \$13,000,000; condensed milk, including sterilized and powdered milks, \$10,000,000; milk and cream, \$675,000; and butter, \$35,000. The figures given are for the year 1914, the latest available. But little change has taken place and the 1915 figures, under the circumstances, will be much the same, except in milk, cream, and butter, because of the embargo. The 1915 census of cows, it is understood, will show an increase of from 4 to 5 per cent over the 1914 figures.

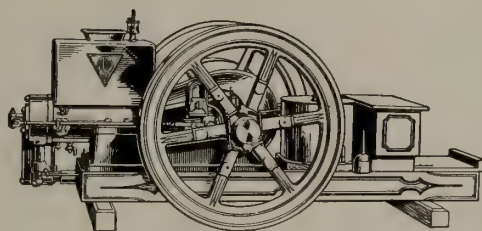


**LONDON  
"BULL DOG"  
Batch Mixer**

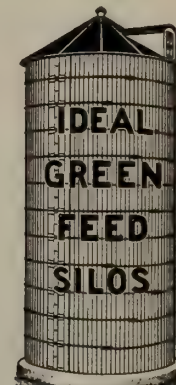
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London Concrete Machinery Co., Dept. K, London, Ont.  
World's Largest Manufacturers of Concrete Machinery.



The World's Standard  
De Laval Separator



The Alpha Gas Engine. Always  
Ready to Work



MADE IN CANADA

## WHEN A GOOD DEALER AND A GOOD LINE OF DAIRY SUPPLIES GET TOGETHER

**T**HERE are two things that insure success in selling dairy supplies and equipment—the good standing of the dealer with the people in his locality and the reputation of the line he is selling. Both of these highly desirable conditions are the result of giving the customer full value for his money. When a good dealer and a good line get together, business is bound to be good.

We have been fortunate in having good agents. Our agents have been fortunate in always having in the De Laval Line the very best goods to sell. The result has been profit and satisfaction for all concerned.

The universally recognized quality of the De Laval Line and the agent's reputation in his locality for square dealing are the best combination in the world to get the business. The De Laval Line includes everything for the dairy farm, milk plant, creamery and cheese factory.

*Ask for Catalogues and Complete Information*

**DE LAVAL DAIRY SUPPLY CO., LTD.** WINNIPEG MONTREAL VANCOUVER  
LARGEST MANUFACTURERS OF DAIRY SUPPLIES IN CANADA PETERBORO



### Heads of Retailers' Association Meet in Winnipeg

The annual convention of the Dominion Board of the Canadian Retail Merchants' Association was held in Winnipeg recently, representatives being present from all over Canada. At the concluding session, Horace Chevrier, Winnipeg, was elected president of the board; J. A. Gareau, Montreal, first vice-pres.; and D. W. Clark, Montreal, second vice-pres.; J. A. Beaudry, Montreal, treasurer. E. M. Trowern, Toronto, was re-elected secretary.

Many important resolutions were passed by the retailers' board, among which were the following:

To prosecute persons advertising prizes to children for selling a certain amount of worthless goods.

That the association endeavor to have provincial and Dominion legislation more uniform.

That the Dominion government be approached as regards government employes who are too slow in paying their accounts to merchants.

That the executive prepare a draft of a bankruptcy act suitable for the entire Dominion, so that unfortunate merchants may recommence business, provided they have a clean commercial record.

That freight adjusting and expert insurance services be added to the departments of the association.

That the association take up vigorously the subject of community development with the object of inducing the public to spend its money in the home town and make rural communities more pleasant places to live in, and that greater co-operation exist between the merchant, farmer, laboring and other classes in the various communities.

That more co-operation take place between the manufacturer and producer and the wholesaler and retailer, so as to be prepared for the development in Canada which is fully expected to take place at the close of the war.

The organization was placed on a thoroughly sound basis, and its future success assured by the expressed determination of representatives from all points of the Dominion. Toronto was chosen for the next conference. The headquarters of the board will be in Ottawa in future, having been transferred from Toronto.

### A New Trailer Concern

That the automobile trailer is steadily increasing in popularity in the Canadian West is evidenced by the fact that a new company recently formed in Winnipeg is the Warner Manufacturing Co. of Canada, which is a subsidiary of the Warner Mfg. Co., Beloit, Wisconsin, the head of which is A. P. Warner, known as builder of the famous Warner Auto Meter and Warner timing device. Warner trailers, which are distributed

by the Winnipeg concern, are made in three styles of body, each with a capacity of 1,250 lbs. The company claim that their trailer is of exceptionally strong design, and will stand the highest automobile speeds. The quick hitch used by the Warner trailers is of novel design and allows for every position of both car and trailer. Interested dealers can obtain full information from the Warner Mfg. Co. of Canada, 333 Main St., Winnipeg.

### Binder Twine from Native Hemp

It is reported that the International Harvester Co. are experimenting with native hemp, commonly called Kentucky hemp, with a view to utilizing it for the production of binder twine. The success of the operation depends upon whether or not climatic conditions in the north are favorable for the retting process. Native hemp has been used for twine in portions of Indiana, Kentucky and Ohio for a number of years, but never to any extent elsewhere. In Kentucky, where native hemp is largely grown, the open weather and ample rainfall makes retting easy.

The hemp with which the harvester company will make its experiments will come from forty-acre fields in Illinois, Iowa, Wisconsin, Minnesota, South Dakota and North Dakota. There is no question as to the hemp growing

to maturity in these and other northern states, says an exchange. If the winter weather conditions permit the retting process to be carried on successfully, nothing will stand in the way of making binder twine from a product of the big grain belt of the United States.

### Business Good with Advance-Rumely

Finley P. Mount, president of the Advance-Rumely Co., of La Porte, Ind., said recently that sales this year will exceed those of last year, although the falling off of the wheat crop has been a condition that the company has had to deal with. Prospects for future business are excellent, Mr. Mount said, and after a shut down to take an inventory around Sept. 1, work at the plant will be resumed as usual.

### National Federation Convention

The 17th annual convention of the National Federation of Implement and Vehicle Dealers' Associations will be held in Chicago, Oct. 11, 12 and 13, 1916. The Hotel Sherman will be the headquarters.

The convention of the Secretaries' Association will be held Oct. 10 at the same place.

A conference will be held with the committee on Dealers' Associations and the Sales Managers' Department of the National Implement and Vehicle Association.

### New Tractor Plow

The Janesville Plow Co., Janesville, Wis., have developed a new high-speed power-lift tractor gang plow. This company do not believe that the maximum efficiency of the tractor can be developed until it can work at a higher speed than horses. This new Janesville tractor plow has a peculiar shape of moldboard—known as the auger-twist moldboard—which turns the furrow slice completely over while operating at any speed. The company claim that when operating at fast speed it does not throw the dirt but lays it over as neatly as when operating at normal speed.

### N.I.V.A. Convention

The annual convention of the National Implement & Vehicle Association will be held at Atlantic City, October 18-20. Special trains will be run from Chicago to the convention.

However, it will be some little time before the horse joins the dodo.

## The Wonderful "Waterloo Boy"



### The 3-Plow Kerosene Tractor that Sets the Pace

The Waterloo Boy is setting a new record for phenomenal success in field work. It is also making a record for Quick Sales and Big Dealer Profits. Your customers are going to insist on having the Waterloo Boy, because they recognize it as the most profitable tractor on the average size farm. Popular in price; it sells for \$40 to \$100 less per plow-pulling power than any other tractor. Made for kerosene, and plows an acre of land with from 1½ to 2 gallons—saving 32 cents or more on operating cost per acre plowed. We sell gas engines, grinders, saws, electric light plants, hand and power washers, grain elevators, small separators, etc. We have good territory open. Write at once.

Alberta representative: H. P. NORTON & Co., Calgary.

Machines in Stock at Winnipeg, Regina, Saskatoon and Calgary

**GASOLINE ENGINE & SUPPLY CO., Ltd.,** 104 Princess Street WINNIPEG, Man.



## Losses Through Unclean Grain

It is estimated that the loss entailed in shipping western grain uncleaned amounts to considerably more than \$500,000 annually. This is purely waste due to the shipment of grain subject to dockage on account of screenings. One wheat farmer proved vividly what can be saved by cleaning the grain. He mounted a grain cleaner and a 5 h.p. engine on a strong wagon gear and attached a 15-foot grain elevator to deliver the grain into a wagon or bin. A box wagon received the screenings. The cost of the entire outfit was \$1,195. The farmer calculates that he saved on his 80,000-bushel crop 1600 bushels of broken and shrunken wheat worth \$960.

Freight on this grain to the terminal elevator would have cost \$220 and haulage to the local elevator \$64. He thus has a profit of \$49. The outfit paid for itself in one year and he says is as good as when it started.

While this proves that cleaning the grain is profitable on a large farm, there is room on every farm for a fanning mill, and the dealer should persistently push these machines. To show the value of our Canadian grain screenings, it

may be mentioned that a company has been started at Fort William to carry on a plant for the production of grain screening products. The entire output of screenings from the lake head elevators is sold to United States cities, and in 1915 the value of these screenings as shipped from Fort William and Port Arthur was \$718,751. Grades vary from mere elevator dust, valued at \$6 per ton, to high grade scalplings (practically no-grade grain) valued at \$30 per ton. By selling dirty grain it is easily seen that the farmer is systematically robbing himself. Show him the economy of investing in a good fanning mill.

## Threshing by Electricity

Near Abilene, Kansas, seven farmers in one district formed a company, capitalized at \$1,200, with the object of threshing the members' grain. The company purchased a 32-inch separator, a dynamo and transformer, and arranged with a power company for a current at 5 cents per kilowatt. It is claimed that a big saving in the cost of threshing was effected. The wages of an engineer, and men and teams for hauling water and fuel are saved. The company charged 4 cents per bushel for

threshing wheat and 2 cents for oats.

The transformer, which lowers the high tension current for motor use, was placed on a wagon and driven under the transmission line. With a hook pole the wire was connected to it.

A cable about 1,000 feet long carries the current from the dynamo to the separator, this length enabling the operators to reach the machine at different distances. The man who looks after the separator also attends to the dynamo. When he wishes to shut off the power, all he has to do is to press a button located at convenient place on the separator.

## Book on Tractor Hitches

The International Harvester Co., Chicago, have ready for distribution a book containing a great deal of valuable information on the various types of tractor hitches. This book is the outgrowth of the harvester company's efforts, in answering hundreds of requests on tractor hitches, to produce something which would materially benefit all users of tractor power.

The hitch for each machine is shown in diagram form with a paragraph of descriptive matter as

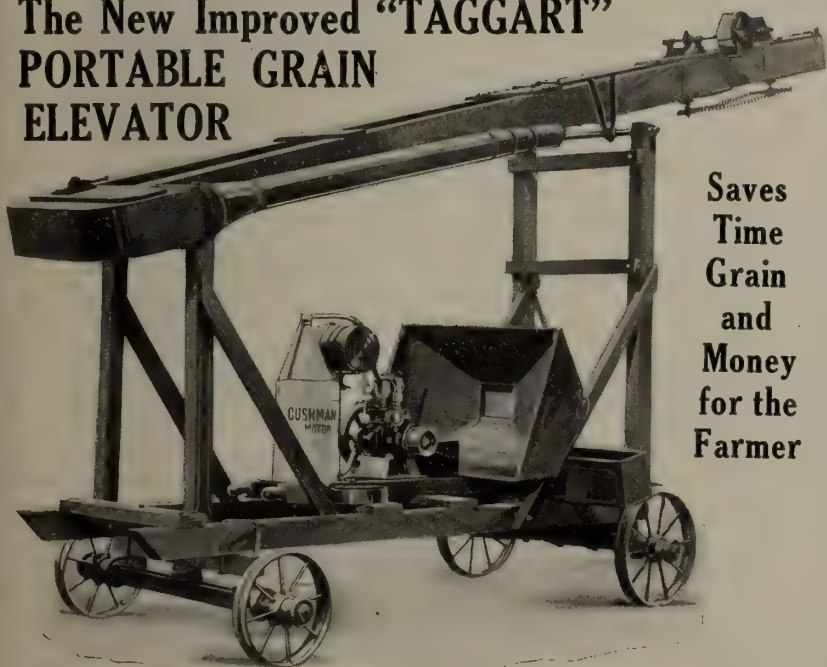
to how such a hitch can be made. Supplementing this diagram and descriptive matter, wherever possible, they have shown, by an actual field scene, the hitch in operation behind the tractor. Interested dealers can obtain copies of this book by writing the International Harvester Co., Harvester Bldg., Chicago.

## A New Grain Binder

Thos. C. Duncan, St. Joseph, Mo., has built a binder which he claims is a simpler and lighter machine than any existing models. It has only one-half the number of parts found on other binders, says the inventor. There is only one chain belt (the main drive) and two sprocket wheels. The machine is driven from a vertical shaft located in front, allowing all working parts to be put in compact form and making all easily accessible. Equipped with a castor tongue truck of large diameter and wide face, the team can be hitched very close. The apron and reel, it is reported, can be folded in less than five minutes without the use of any tool save the raising and lowering crank.

How about fanning mills?

## The New Improved "TAGGART" PORTABLE GRAIN ELEVATOR



Saves Time Grain and Money for the Farmer

The most economical machine that the dealer can handle. Takes all the back-breaking drudgery away from handling grain. The New Improved "Taggart" gives the greatest efficiency obtainable in grain elevating machinery. Handles 750 bushels per hour with ease, whether at the car or bin. Very reasonable in price.

### GREAT CAPACITY LOW COST

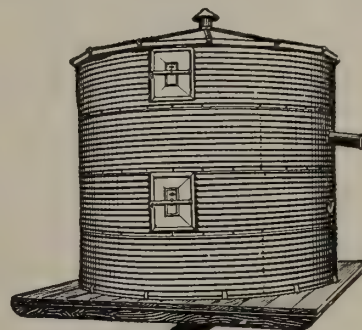
The New Improved "Taggart" is built throughout of the best materials. Every part carefully machined and assembled. Hopper and conveyor are adjustable; flow of grain is regulated by cut-off slide. Worm conveyor, extra large buckets and flexible spout deliver the load at any angle or height up to 21 feet.

Ask for our Liberal Proposition to Dealers. You can sell this Elevator. Get the Agency NOW.

**Cushman Motor Works of Canada, Ltd.**

Builders of light weight, high grade Gasoline Engines for all Farm Power Work  
289 Princess Street, Winnipeg

## You Get the Granary Business—and Hold it—when you sell your customers the "EASTLAKE"



Farmers who KNOW endorse this granary. It saves time and labor; affords absolute protection from fire, weather and vermin. Sell it this season. Dealers who handle the

### "EASTLAKE" Portable Corrugated Steel Granary

get the granary trade in their territory. Get full particulars of our agency proposition NOW. Read what one farmer says:

Norman N. Ferguson, of Abernethy, Sask., writes: "The 'Eastlake' Granary arrived O.K. I have set it up. It went together fine. It is a dandy piece of workmanship." Note these many excellent features:

- Filled from any side.
- Two Unloading Chutes with padlocked cut-offs.
- Two Pressed Steel Doors.
- Machine-made throughout.
- Interchangeable and removable side and roof sections.
- No cast iron used anywhere.

STRONG—RIGID—DURABLE—SIMPLE—EASILY ERECTED  
Not expensive. Write for our complete illustrated circular.

**The Metallic Roofing Co., Limited**

797 Notre Dame Ave.

Manufacturers

WINNIPEG

We make all kinds of Sheet Metal Building Materials



## Standard Drawbar Rating for Tractors

At the recent annual convention of the National Gas Engine Association, Raymond Olney, editor of Gas Power, gave an excellent paper on the question of adopting a standard basis for rating farm tractors. As the implement dealer is aware, the present method of rating the drawbar capacity of a tractor is at about one-half the brake or belt-power rating of the engine. This gives the farmer no definite idea as to the actual pulling capacity of the tractor. Mr. Olney is strongly of the opinion that the term "horsepower" is easily misunderstood by the average farmer. His knowledge of mechanics being limited, he ordinarily thinks of a tractor rated at so many drawbar horsepower as the equal in pulling ability of that number of horses, which, of course, is not true.

In his experiments on the draft of horses, F. H. King found that about the maximum walking draft of a horse is one-half its own weight; and pulling with this intensity at a speed of  $2\frac{1}{2}$  miles an hour, the power developed by a 1200-pound horse would be 4 mechanical horsepower. For steady

and continuous work 10 hours a day, at the same speed, it is commonly allowed that the horse should not be called upon to pull more than one-tenth his own weight; at this rate a 1200-pound horse would develop 4-5 h.p. The average farm horse, particularly for heavy work, will not travel as fast as  $2\frac{1}{2}$  miles an hour, and will probably develop at the slower speed an average of not more than 2-3 h.p.

While the farmer's power plant will be working at its normal capacity the greater part of the time, what concerns him most is its ability to deliver a maximum of power when needed to carry him over the peak loads in the daily power curve.

Assuming a 25 per cent overload, your tractor capable of 12 drawbar horsepower will develop 15 h.p. as its maximum load. On the basis of a maximum walking draft, as recorded by King, a four-horse team will also develop 15 h.p., but only for short distances, of course. Now if a farmer gets a 12 h.p. tractor into a tight place and finds that it will then pull no more than a four-horse team, he is

quite apt to wonder what is wrong, and the cause of his wonder is the confusion resulting from our method of rating. This is one reason why I maintain, said Mr. Olney, that the present method of rating drawbar pull of tractors is wrong. The farmer has a right to demand a more practicable method.

This is not the most important reason, however, why the rating should not be given in terms of horsepower, although in my opinion it is sufficient in itself.

Suppose the man who wants a tractor visits one of our public power-farming demonstrations, where he sees machines of nearly every make and size demonstrating their ability to pull plows. Here we will say he finds three different tractors, each pulling a gang of four plows, which we will assume is the normal full-load capacity of each. One may be rated at 12 h.p., another at 15 h.p., and another at 18 h.p., but each pulling the same number of bottoms. This is no puzzle to the engineer, but it is to the farmer; it is decidedly confusing to him, because he is not familiar with the relation of speed to power.

There is a tendency at the present time to rate the pulling capacity of tractors according to the number of plows they will haul under average soil conditions, say, a two, three or four-plow machine. But this method is equally as unsatisfactory as the one now in use, for the reason that the term "average soil conditions" means something different for different kinds of soil. The draft of plows not only varies widely in different kinds of soil but in the same soils under different conditions.

I am convinced, said Mr. Olney, that the only logical method of rating the pulling ability of tractors is in pounds. Tractor engineers have already discussed this subject to some extent, and this method seems to be gaining ever increasing support.

### The Straw Spreader

So far the straw spreader is a rarity in Western Canada, and as a machine it is comparatively new to agriculture. Farmers have for years been of the opinion that something must be done to keep the soil up to the proper condition by returning to it humus and fertility. Straw, which is usually wasted, is an excellent solution of this problem, but the labor involved in spreading straw is considerable. The straw spreader is a machine developed to do away with this labor, and straw is invaluable for holding drifting soil.

There are two general types of straw spreaders. One type is a specialized machine, including trucks and distributing apparatus for spreading the straw. The other type is a rack for holding the straw, along with the distributing apparatus, the whole being placed upon wagon trucks.

The power is derived from a gear system which is driven off the rear wheels of the truck. The usual method is to have several horizontal fans running at high velocity at the rear of the machine, these fans catching the straw and spreading it widely and evenly.

There is also a feeding apparatus which tends to work the straw toward the fans, but this cannot be relied upon entirely, because the container on the rack which holds the straw is so large that when partly empty it will cause the feed to be uneven. A man with a fork working inside of the rack can, with little work, keep the straw coming evenly.

Immediately after threshing is an excellent time for doing this work. Some farmers, however, have been known to load their straw spreaders directly from the blower of the thresher, in this way saving labor of loading, but this will require several extra hands when labor is sometimes scarce. A comparatively large acreage may be covered with straw in a day, so that the task is not a great one.

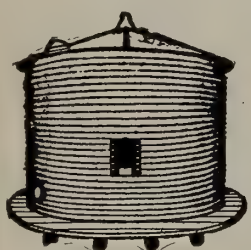
### Still Another!

A tractor has been designed and manufactured at St. Louis, the machine being called the "Mastodon." The feature of this machine is said to be the tractor wheel, which is patterned after a mastodon hoof. Non-clogging and tractive efficiency are claimed to be the result.

Seeing that the tractor industry is looking into the prehistoric aeons for tractor names, we would suggest that the "Ichthyosaurus" be not forgotten. This prehistoric animal was a sort of fish-lizard about the size of an ordinary four-story building. A tractor with such a name should have sales possibilities in heavy country where mud is of our Red River variety.

### To our "Stenos"

They straighten out our sentences and errors;  
Rob many a wayward paragraph of terrors.  
They dot our "Is" and cross our "Ts".  
Elucidate our daily "wheeze."  
For which we humbly bend our knees,  
And do our best to cheer and please—  
Miss Steno.



## SATISFACTORY SERVICE AND PROFIT

ARE TWO THINGS REPRESENTED IN



PORTABLE CORRUGATED GRANARIES

Your customers will appreciate that a satisfactory service of 12 years in Western Canada is a guarantee of experience that insures a good investment, and you will find the sales easier to make on this account.

Get into touch to-day with this money making proposition. Full information on request.

**Winnipeg Ceiling and Roofing Co., Limited**  
P.O. Box 3006 F.I. 6 Winnipeg, Man.

## BRADSTREET'S

Established 1849 Capital and Surplus, \$1,500,000

Offices throughout the civilized world. Correspondence invited

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C. G. SCHAFFTER, Supt.

Commercial Travellers' Building, WINNIPEG, Man.



### Obituary

We report with sincere regret the death, on September 3rd, of Alfred Eugene Wayte, who passed away at his residence, 98 Evanson St., Winnipeg. The late Mr. Wayte, as a traveller for the John Deere Plow Co., of Winnipeg, was possibly the best known



The late A. E. Wayte, traveller for the John Deere Plow Co.

farm machinery traveller covering Western territory. He succumbed to a stroke of paralysis at the comparatively early age of fifty-nine. A native of Long Island, New York, Mr. Wayte was for some years connected with the insurance business. Branching into the implement business, he travelled out of Minneapolis for some six months for the David Bradley Co., of Bradley, Ill. In August, 1896, he came to Western Canada, where he entered the organization of the Fairchild Company, for which organization he covered territory until January, 1908, when that company was absorbed by the John Deere Plow Co. Since that date the late Mr. Wayte has been a valued member of the Deere organization—every official of which held him in the highest esteem. He was one of the most popular commercial travellers in West Canadian territory, and his passing is deplored by a great many knights of the grip and order book. He was a past director of the North-West Travellers' Association, a member of the International Travellers' Association, and Past Grand Councillor of the United Commercial Travelers of America.

Well known to the implement dealers of the Canadian West, the late gentleman possessed in the fullest degree the many qualifications which go to make a successful commercial traveller. His kindly and jovial personality will be missed in both train and implement warehouse, for he had a wide circle of friends in the trade who will learn of his demise with sorrow.

The funeral was held from his

residence on Sept. 5th, the cortege to the C.P.R. depot being attended by many personal friends, members of travellers' organizations and members of the A.F. & A.M., of which deceased was a prominent member. The remains were forwarded to Rochester, N.Y., for interment. The sympathy of the implement trade will go out to his widow and two sons, Egbert and Edwin, both of whom are in business in Winnipeg.

### Concerning Correspondence

During the dull winter season especially, but during any odd hour, the dealer can very profitably use the time in learning to operate the typewriter. It is, of course, an easy matter to hire a stenographer, yet in a great many cases neither the business nor the correspondence of the dealer justifies the expenditure.

It is a step towards economy when a man procures a machine and by practice gains a certain amount of facility in its operation. The average dealer has no conception of the aggregate waste of time entailed in any jobbing house or factory offices by the man who has to decipher hand written letters. Especially during the rush business of spring and summer is this exasperating, for it must be admitted that few of us, nowadays write that beautiful copperplate which was considered a commercial necessity in the mid-Victorian era.

It may be that a letter is written in a rush, and not as well as it might be, but the inevitable result is a waste of time on the part of the reader, and if it concerns the shipment of goods delays are less liable and mistakes less frequent when the correspondence is type written.

The dealer who uses a typewriter for his business correspondence insures prompt and accurate attention to his desires. The use of the typewriter makes for accuracy and celerity, and soon pays for itself in the increased efficiency given to the dealer's business. Also the dealer advances himself in the estimation of other business men, since the use of the typewriter is one sure indication that he is up to date.

The majority of up to date dealers have a follow-up system in connection with the business. To successfully carry on such a system the typewriter is of supreme importance. Letter writing by hand is at all times a laborious job but by the machine it can be made less of a task and more of a pleasure. Once that a certain dexterity has been acquired, and this takes no great time, the dealer will find it a very easy matter to

keep in touch with the prospects on his list and territory.

### Selling Advertised Goods

There are two ways to establish a retail business. One is to found it on unknown goods and sell on the reputation of the store. The development of a business in this way is at best slow, involving hard and persistent effort, if indeed, the day be not already past when a new mercantile establishment can be founded on private brand merchandise and within a decade attain leadership in a retail business. The other method is to found a business on the selling of advertised goods. This leads more quickly to volume and to a profitable basis.

It is quickest to establish a business, in the implement as in any line, by handling advertised lines, while the quickest way to expand an existing business is to push known goods, thereby increasing your volume.

### Our Fire Loss

Despite the fact that Canada is needing every dollar she has, and that thrift is being urged in every way, during the first five months of 1916, the fire loss in Canada has exceeded that of January to May, 1915, by approxi-

mately \$3,000,000, or \$600,000 per month. At this rate of increase, our fire loss will exceed that of 1915 by \$7,200,000.

We are borrowing money at 5 per cent to carry on the war. The additional fire loss of 1916 would therefore pay the interest charge on the recent war loan of \$100,000,000 and would pay \$2,200,000 of the principal. Canada's average annual fire loss, of over \$23,000,000, would pay 5 per cent interest on approximately half a billion dollars. Our fire loss is, however, something for which we are receiving no value, either financial or patriotic; it is simply a tax, due in great part to carelessness, which Canadians appear willing to pay, and which they, as a whole, are doing little to avert.

### The Faith that Pays

You can't be always sunny  
If there isn't any sun;  
You can't be always funny  
If there isn't any fun.  
But you can be always happy  
If you let the clouds blow by  
In the faith there's always somewhere  
Little patches of blue sky.

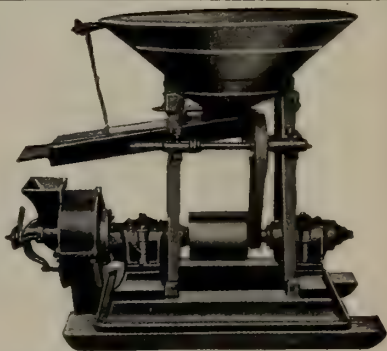
It's all right being careful, but hesitation at times amounts to damphoolishness.

## BUSINESS BUILDERS

If you are not selling Goold, Shapley Goods you are overlooking a line that means big money to the dealer.

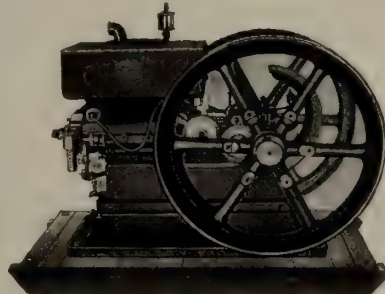
### Sell "Maple Leaf" Grain Grinders

Made in 6, 8, 10, 13 and 15-inch sizes; 8 and 10-in. equipped with either flat or concave plates; 11, 13 and 15-in. with flat, removable sectional plates. Here we show our low base, heavy service grinder, with sectional flat plates. Our grinders outclass all competition.



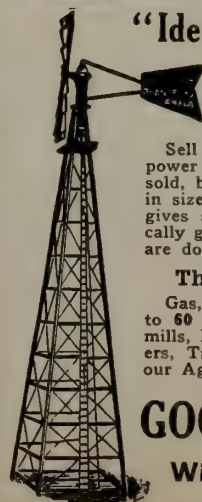
### "Ideal" Gas, Gasoline or Oil Engines

Made in 13 sizes—from 1½ to 60 h.p. Let us tell you about them. Equipped with high tension igniters—no batteries required. Double exhaust, very low fuel consumption. Get the agency for "Ideal" Gasoline or Oil Tractors. They are made in 15-25, 18-35 and 25-50 h.p. sizes.



### "Ideal" Double-Geared Pumping Windmills

Sell your customers the cheapest farm power made. Not the cheapest windmills sold, but by long odds the BEST. Made in sizes from 8 to 20 ft. Double gearing gives strength and durability. Automatically governed. Towers (either 3 or 4-post) are double braced and double girted.



The "Ideal" Line includes: Gas, Gasoline or Oil Engines from 1½ to 60 h.p. Grain Grinders, Saws, Windmills, Pumps, Tanks, Combination Threshers, Tractors, Concrete Mixers, etc. Get our Agency Proposition.



## GOOLD, SHAPLEY & MUIR CO. LTD.

Winnipeg

Regina

Ca'gary



### Haggling Over Higher Prices

At the present time the implement dealer is called upon to answer various questions propounded by his customers concerning the advanced prices for the farm equipment he handles. If the dealer manages oratorically to shift the blame from his own shoulders, the farmer proceeds to lambaste the manufacturers of farm machinery, and if they are explained away then the money-grabbing "big interests" in the steel trade get their share of the condemnation.

As a matter of fact, as every well informed dealer is aware, the manufacturers of tractors and farm implements generally have not added to their finished product as much increase in price as they have been compelled to pay for material. They are raising prices as little as possible, and only to allow them to not produce the goods at a loss.

Let the farmer look at it this way: In looking at the rise in the prices of commodities between the years 1900 and 1915, you will find that grains and fodder have advanced from 99.9 to 186.9. Animals and meats have risen from 103.4 to 187.2 and dairy produce from 109.0 to 161.4. This means that these purely representative figures show the advance that has been met by the ordinary consumer of farm products.

On the other hand, look at the advance in the average price of implements in Canada from 1900 to 1915. This advance is only from 100.1 to 112.1. Since 1910 the advances in implements have been gradual, as follows: 1910, 104.5; 1911, 104.5; 1912, 104.7; 1913, 105.6; 1914, 106.8; 1915, 112.1.

Canada's needs for the prosecution of the war made necessary increased production in many lines and new production in goods never before attempted or thought of. These changes had great influence in stimulating other branches of industry and trade, causing higher prices. This reaction was soon felt in many lines. A stimulation of increased demand, due to war conditions, at once affected the prices in Canada of wheat, oats, flour, cheese, butter and packed meats, which were soon followed by wool, fish, zinc, copper and chemicals, and later by iron and steel and most metals and metal products.

It is, therefore, apparent that the farmer was the first man to benefit by war conditions and about the last to suffer from them as regards the price of commodities comprising iron and steel.

We know that the main reason



**CANADIAN FARM IMPLEMENTS**

THE OFFICIAL ORGAN OF THE  
**INTERPROVINCIAL RETAIL IMPLEMENT DEALERS' ASSOCIATION**  
 AND  
**SASKATCHEWAN RETAIL IMPLEMENT DEALERS' ASSOCIATION**

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A MONTHLY NEWSPAPER  
 DEVOTED TO THE INTERESTS OF DEALERS IN AND MANUFACTURERS OF  
 FARM IMPLEMENTS, VEHICLES, ENGINES AND MACHINERY

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Established in 1904 and Published Monthly by  
**Canadian Farm Implements, Limited**  
**F. D. BLAKELY, Manager** **A. A. THOMSON, Editor**  
 811-12 CONFEDERATION LIFE BUILDING Telephone Main 518 WINNIPEG, CANADA

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**CORRESPONDENCE**  
 Solicited on all matters pertinent to the implement and vehicle trade. As an evidence  
 of good faith, but not necessarily for publication, every correspondent  
 must sign his name. We reserve the right to edit all matter  
 submitted but do not undertake to endorse opinions  
 expressed by correspondents.

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WINNIPEG, CANADA, SEPTEMBER, 1916.

for the increase in iron and steel prices is the immense demand caused by the war. In peace times much of our iron and steel goes back into use again. With war, railroads and bridges are destroyed, ships sunk, shells exploded and material wasted in an unprecedented manner. It will take years to replace this wastage of material, while there will be an immense amount of new construction necessary to take the place of railroads, bridges and battleships destroyed. This means that not for years to come will the supply of iron and steel meet the demand.

Produce from the farm commands high prices now and will probably continue to do so for some little time. This does not mean wealth to the farmer, however, any more than the increased prices of farm machinery mean wealth to the manufacturer. The farmer has to pay his increased profits out for machinery and supplies. The manufacturer has to pay his out for raw material and labor. The war is not making wealth; it is destroying material, and the high prices it creates are general.

In the ultimate, it must be apparent to the farmer that he will just have to bear his share of the increased cost of commodities at the present, even as the rest of us

have to do—and without complaint. Until peace comes and industry readjusts itself we can look for little amelioration of conditions.

### Rural Credit

The problem of agricultural credits is largely in the public eye these days. British Columbia has inaugurated an Act to extend loans to farmers, and the United States has drafted the Federal Farm Loan Measure—a system of federal land banks which loan money to the farmer on the amortization plan. There is a thought that arises in this connection.

In most of the territory where agricultural values are well established and well known to investors, there is normally no lack of funds for farm loans at reasonable rates. In other regions borrowers could probably get money at lower rates if their credit were mobilized through a provincial land bank and the security properly introduced to investors.

No provincial or national guaranty is needed. What is needed is to bring the merit of the investment before people with surplus money, and to put it in the form most convenient and attractive to them. The investment will then find its proper level in the market without intervention by the province or the Dominion.

### Business Organization

Business in its early crudities, did not know of organization, but better business was as quick to grasp it, as the public has been quick to grasp the many improvements modern science has devised.

The world did not know it wanted the telegraph, the telephone, the locomotive, the electric light or the wireless, but these too have been the steady development from the primitive to the practical.

Widely stated, the object of business organization is not so much to uplift the ignorant or poorer merchant as to uplift oneself, so that we may create a standard that will permit others to rise to our uplifted level.

The less progressive business man, be he manufacturer, wholesaler or retailer, does not see the need of organization. It is difficult to make the egotist believe he is a novice; a man cannot rise higher than the level of his own mind.

All of the things that really count in a trade or business can be accomplished by organization and co-operation. These words are two of the most significant in the vocabulary of the modern business man; two of the greatest forces in modern business life. Competition may be the life of trade but organization and co-operation are the body and soul of scientific business.

The business man who makes use of these two great forces, who believes in these two great principles, who practices these two great doctrines, he it is who makes a profession of his business and a sure success of his business life.

There is, and can be, no value in the modern trade journal to the man who does not know he needs help or who lacks an appetite for knowledge and for the power that organization will bring to his line of business.

### A Good Idea

A weekly newspaper in a town in Arkansas is advising its farmer readers to buy their next spring's implements now, as prices are very likely to advance materially before the buying season to an extent that will make purchasing this fall profitable.

Many publications in the United States are giving farmers the same sound advice. Would it not be a good idea for the implement dealer to talk the matter over with the editor of the local paper, pointing out the probability of further advanced prices in



implements and machinery next spring. Such a step would prepare the farmers for what is almost a certainty, and would possibly help the selling situation this fall to a very appreciable extent. Try talking the matter over with your local editor, anyway. It can do no harm and may do good.

### Look at It This Way \*

Every little while you will meet the type of individual who smilingly remarks that trade journals, in their work of boosting for the small-town merchant, and advocating methods of combatting mail-order business, are rendering a great service and good advertising to the bloated mail order concern.

Such men think that they have delivered a logical truism when they talk thus. They say: "Every kick you publishers make against a mail order or co-operative selling concern is only an advertisement for them."

Are these men aware of the fact that the circulation of modern trade journals is confined to retail dealers in different lines, also to jobbers, manufacturers and travellers—in fact to a class of men who are (or ought to be) first, last and always in sympathy with community-building and the buy-at-home propaganda. The trade journal does not reach the farmer; he gets plenty of the M.O. side of the question. It remains, however, for the trade journal to try to hearten the retailer in his endless struggle against catalog competition—for it seems impossible, in the majority of cases, to make the farmer realize the damphoolishness of pulling down his home town and lowering land values by sending money out of his community. No, brother, the trade journal is not advertising the M.O. business, but is rather placing stumbling blocks in its way which have, be it said, been far from the liking of the long range selling concerns.

### The Farmer and Business

As year succeeds year, the farmer is getting to be more of a business man. And the more he gets down to a business basis, the better it will be for business generally. The reason for this development in the farmer is possibly due to the teaching of the farm press, who are nowadays saying more about the cost of farm operations than they used to do. They are getting farming down to a cost system. And the farm machinery makers are helping out this idea. They show how it costs so much to plow an acre

by tractor power, or how much to seed an acre from the dollars and cents point of view.

With all this, the farmer, unconsciously, perhaps, gets into the habit of thinking in terms of cost. He at last realizes that he must figure his costs of operating exactly as the factory figures its cost of production, or as the dealer figures his overhead. When he arrives at that stage of mental development he becomes a much more satisfactory customer.

### Building Local Harmony

The mail order house has not yet been found that can break down the personal feeling and friendship that should exist between the country retailer and the people in the district. Personal acquaintance and the friendship born of years of contact are strong factors on the side of the local merchant. All things being equal, the farmer would, in the vast majority of cases, rather buy from the man who he has known for years than from a concern whom he only knows through the medium of type and illustrations. It is up to every small-town retailer to do all that he can to foster the community spirit by helping to build up harmonious relations between town and country. This can be done by social contact, community meetings and through intercourse in fraternal organizations.

### From a Selling Standpoint

With an ever-growing demand for tractors on the farms of Canada, we must face the fact that the increasing interest of the farmer in the tractor may lead him to buy unwisely. In this we refer particularly to the small tractor. Of the larger tractors little need be said. The majority of them have proved their merits—they are made by companies who in past years conducted countless tests and experiments before they offered their machines for sale.

Many concerns were in the steam tractor business for many years before the internal combustion engine reached its present stage of development. These concerns built their gas tractors on the years of hard-won experience that lie behind the steam tractor trade. They evaded mistakes and costly experiments. They cashed in on their experience. The attention of the implement dealer is more closely directed to the comparatively small tractor—yet many of these machines, so far as can be judged, set an exceptionally high mark of reliability. As in the case of the steam engine,

the companies who produced heavy gas tractors are using their experience in the production of their smaller models.

Yet, from the standpoint of the dealer, it would be unwise to take the agency for a tractor and sell it unless he knows that it has plenty of practical merit, and has proved its worth in actual practice. While so far it is only the exceptional dealer who is deeply interested in the light tractor business, the average dealer will very soon be selling light tractors with as easy a grace as he now sells a sulky plow. But the dealer should steer clear of the machine that can prove nothing but a loss to the farmer. As the purchasing agent of the farmer, the dealer must, if he values his reputation, protect his client against a losing investment. By all means sell the light tractor—but choose the tractor you sell with care and forethought.

### Modern Conditions—and Mankind

One of the most remarkable features of to-day is the rapidity of industrial changes. New equipment appears like a flash, and as quickly is relegated to the scrap heap. New and up-to-date methods rapidly become obsolete owing to changes over which none of us seem to have any control.

Our failure to meet these changed conditions, and to try and understand and appreciate other people's problems, has led to unrest and suspicion all along the line. The farmer suspects the small-town dealer, and is convinced that the city fellow sits up nights to skin the farmer. The small-town dealer has the same opinion of his wholesaler and manufacturer, and the manufacturer passes his suspicion and resentment on to the mill and supply house, and we all of us, farmer, dealer and manufacturer alike, are baiting the railroads and the "money powers."

Now, as a matter of fact, men to-day are neither worse nor better than they have always been. Conditions and not the people are out of joint. The imperative need of to-day is that men believe in each other and try earnestly and honestly to appreciate one another's problems, for the problems of our industrial and commercial life cannot be solved without whole-souled co-operation and associative effort.

Let us endeavor to believe in men's honesty and sincerity, and devote our efforts as men in a line of business to understanding and solving the conditions out of which grew most of our ills.

### Personal

C. J. Watts has opened a garage and automobile agency at Miniota.

J. McClure has suffered a loss by fire in his harness business at Grand Prairie.

E. B. Plewes, Ltd., is a concern incorporated in Winnipeg to act as manufacturers' agents.

W. E. Greaterox is the name of a new implement dealer doing business at Fort Qu'Appelle.

A. T. Cuyler is the name of an implement dealer who recently established a business at Medicine Hat.

T. E. Thonger, a dealer at Kisbey, has sold out his interests at that point to a dealer named E. Ardon.

Jack & Blair are distributors of threshers' supplies who recently started a business in this line in Calgary.

The name of the Forget Implement Co., in the town of that name, has been changed to that of the Forget Trading Co., Ltd.

Guno & Schultz, implement dealers at Bromhead, have dissolved partnership. Charles Guno will in future carry on the business alone.

J. A. Loeppky, formerly an implement dealer at Jansen, has bought out a general supply concern at Wymark known as the International Mercantile Co.

The firm known as Lind & Fear, implement dealers at Rocky Mountain House, has been dissolved. In the future Alex. Lind will have full control of the business.

Recently the Massey-Harris implement stand at Waskada was badly burned by a fire which destroyed an adjoining livery stable. The main part of the warehouse was saved.

The Aspinwall Manufacturing Co., of Jackson, Mich., and Guelph, Ont., has increased its capital stock from \$130,000 to \$300,000, and is preparing to enlarge the factory of the company at Jackson.

Paul Rooney, the popular implement dealer at Estevan, recently moved his implement sales establishment to a building in that town which was re-fitted to suit the needs of an implement salesroom.

J. C. VanDoren, assistant treasurer of the Moline Plow Co., Moline, Ill., died recently from acute kidney disease. He was at one time connected with the Parlin & Orendorff Plow Co. and had been in the service of the Moline Plow Co. for twenty-one years.

Robert J. C. Stead, of the De-



partment of Natural Resources, Canadian Pacific Railway, Calgary, was a recent business visitor to Winnipeg. Mr. Stead reports a good average crop in Alberta and business conditions fine. He was accompanied by Mrs. Stead.

In the last week of July there died at his home in Philadelphia, Pa., William W. Wood, publisher of the "Carriage and Wagon Builder." The late Mr. Wood was sixty-eight years old and had been identified with various vehicle publications for a great many years.

F. S. Lewis, managing director of the Tudhope-Anderson Co. at Orillia, Ont., recently spent a few days in Winnipeg following a two weeks' trip throughout the West, in which he was accompanied by H. F. Anderson, western manager of the Tudhope-Anderson Co.

E. Strachan, manager of the John Watson Manufacturing Co., Winnipeg, recently returned from a five weeks' trip through the West. Mr. Strachan visited Regina, Medicine Hat, Calgary, Edmonton and many intermediate points. He reports business and crops generally to be good.

The Automatic Threshing & Machine Co., of Calgary, have made enquiries in Winnipeg with a view to selecting a site for the location of a manufacturing plant to build automatic threshers. A. J. Lormont, a managing director for the concern, states that Winnipeg will, in all probability, get the factory. Two acres of ground will be required for the plant.

On August 10th, Charles C. Black, agent for the Massey-Harris Co. at Minnedosa, and an old and respected resident of that town, dropped dead in his warehouse while setting up a binder. The late Mr. Black, who was known throughout the entire territory, leaves a widow and eight children, while he has two brothers who are hardware dealers in the same town.

There recently died at Crete, Nebraska, Hugh McCargar, one of the oldest and best known dealers in Omaha territory. The late Mr. McCargar was born in Canada 66 years ago, and had been in the implement business in Nebraska for 36 years. He was for a long time state senator for a county, was prominently identified with local affairs, and achieved great success in his business.

We know that women are gradually getting into every line of effort—even the implement business—but we believe that Mary Forster, of Dysart, has got

most of 'em beaten. She carries on a business at that town which covers the sale of implements and autos, real estate, insurance and general brokerage. Mary is sole proprietor of the firm trading as F. H. Forster & Co., Dysart. Good luck to her.

F. E. Stevenson, manager of the Ideal Fence Co., Winnipeg, recently had a narrow escape from death. While playing a game of golf, he was hit above the eye by an iron club in the hands of an amateur player. Mr. Stevenson fell insensible, but recovered and pluckily drove his car to the doctor's where three stitches were put in the wound. Two inches higher, states the doctor, would have meant death.

The Manitoba Steel Foundries, Ltd., Winnipeg, capitalized at \$300,000, has been granted a Dominion charter. The president of this concern is Thos. Arnold, of Taylor & Arnold, Montreal, the local director being P. J. Smith. This will be the first steel foundry in Western Canada to use electric furnaces, the plant being now under way at Selkirk, near Winnipeg. The daily output, it is reported, will be from 30,000 to 40,000 tons of steel, when the plant is at full blast.

### Buying Right

The dealer who by reason of sufficient capital and a knowledge of values, can buy right, should advertise the fact. If you are a carload buyer, let it be known. If you buy entirely from one or two full-line houses, securing substantial quantity discounts, in addition to minimum freights, let your customers know it. Show your community your ability to buy goods at bottom prices and they will realize very quickly that you can, by buying in this manner, sell at a closer margin to your customers.

### To Make Rubber Cement

The automobile owner can very cheaply make his own rubber cement by the following formula: Mix thoroughly 8 fluid ounces of carbon bisulphide and 40 grains of resin. Add to this mixture one ounce of old rubber which has been cut into fine strips. The resin and carbon bisulphide can be purchased from any chemist, and the rubber can be cut from the tread of a discarded tire or inner tube. This formula makes a good cement, and its only objectionable feature is its disagreeable odor caused by the carbon bisulphide.

### Senator Frost Dead

On the morning of August 25th, the Hon. Senator F. T. Frost, president of the Frost & Wood Co., Smith's Falls, Ontario, died suddenly at his residence in that city. In his 73rd year, the late gentleman sustained a shock of paralysis some six months ago from which he never fully recovered.

The late Mr. Frost was born at Smith's Falls, Ont., on Dec. 21, 1843. He was educated at the local schools and attended a college in the State of Vermont. With his passing ends a line of men whose names have become a household word wherever implements are used. Away back in 1839, Ebenezer Frost started a small shop at Smith's Falls, in which he built a few plows. About the year 1846 he formed a partnership with Alexander Wood, under the name of the Frost & Wood Co. The firm then branched out in a small way, making a line of plows which were marketed in Smith's Falls and vicinity.

In 1850 the firm increased their business, added to their plant and commenced the manufacture of threshing powers, tread and sweep mills, and in 1861 added the "Buckeye" mowing machine to their lines. In 1863, Ebenezer Frost died, and his two sons, Charles B. and Francis T. Frost, formed a partnership with Alexander Wood, which continued until Mr. Wood retired in 1886. Shortly after his retirement from the company, Mr. Wood died. In 1899, in order to meet the increasing demand for its product, the organization decided to form a joint stock company with increased capital to push the company's products at home and abroad. Ever since that date the business of the company has increased steadily, until to-day, both in Canada and Europe, the name of "Frost & Wood" is known wherever agricultural implements are used.

On April 22, 1909, Charles B. Frost, who had been president of the company for the previous ten years, died. The Hon. F. T. Frost then became president, a post which he filled until the day of his death. In the closing months of 1909 an arrangement was made between the Frost & Wood Co. and the Cockshutt Plow Co., whereby the latter company commenced to handle the harvesting and haying tools produced by the Smith's Falls Company. Both companies, whose names are known to every Canadian implement dealer, have made a chapter in the farm machinery manufac-

turing industry in Canada. With the passing of Senator Frost another has gone from the "old guard" of the implement industry. Respected by all with whom he came in contact, the hon. gentleman was a life-long Liberal in politics, and was called to the Senate in 1903. Father and sons, the Frost family, have truly been among the pioneers of farm machinery manufacturing in Canada.

### What The Tractor Will Do

With the tractor it will be feasible to draw one or more binders, or to have a gang plow follow immediately behind a binder, so that the soil may be turned deeply immediately behind the harvest. The wheat, shocked on the fresh-plowed land, will then be hauled by the tractor, drawing two or more wagons to the threshing outfit, where the same tractor will furnish the power for threshing. Or it will furnish power for stacking the wheat, instead of having men and boys work for long, hot hours to do the work. It will draw machinery for cutting and handling corn, hay, silage crops and provender. It will prepare the grounds for planting, will cultivate and will harvest.

The tractor will do anything now required of horses and mules and a great deal better results will be obtained. The tractor will saw the wood, bale the hay, grind the corn and wheat. It will encourage the movement for smaller units of machinery, so that each farmer will have his own thresher as well as his own binder. He will not have to wait on the community outfits. He will not have to have squads of men waiting or lose money by deterioration of crops from bad weather while he waits.—A. E. Hildebrand.

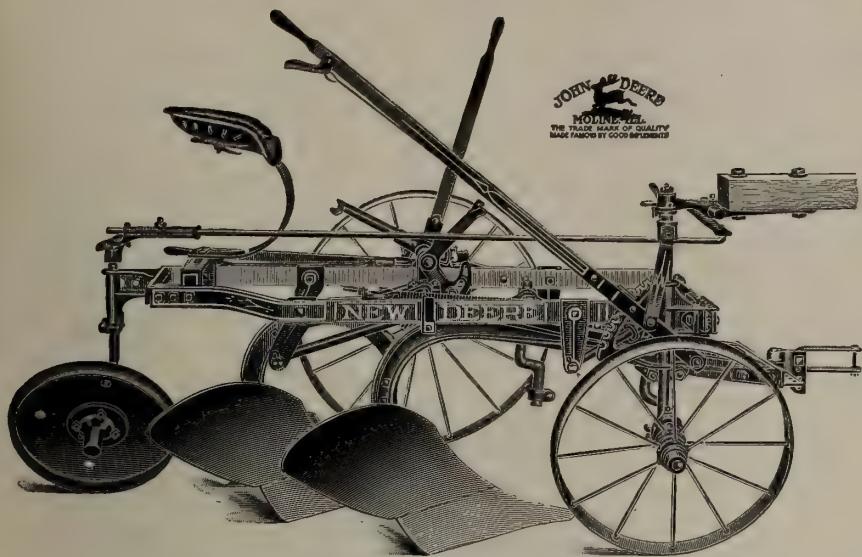
### The Value of Ensilage

Silage is very convenient to feed and lessens irksome labor on the farm. The silo encourages the farmer to increase the live stock on the farm, resulting in more manure which returned to the land, makes a greater fertility. The silo is very popular with the beef feeders, it saves premature marketing of cattle, and makes it possible to finish cattle in prime condition. The packers claim that silage-fed cattle distribute the fat more evenly over the carcass and that the fat and lean are well blended. The meat is of a superior quality, with good color and has an added tenderness, juiciness and flavor.

Spot cash is a beautiful spot!



# IMPORTANT TO YOU



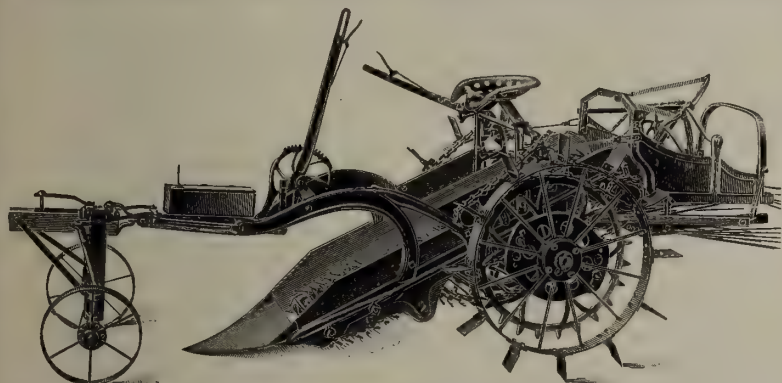
No dealer can afford to ignore the value—in dollars and cents—of REPUTATION in the goods he sells. There is a vast difference to your business between simply selling a plow and selling a plow plus a world-wide reputation for known quality and service.

What is plow prestige?

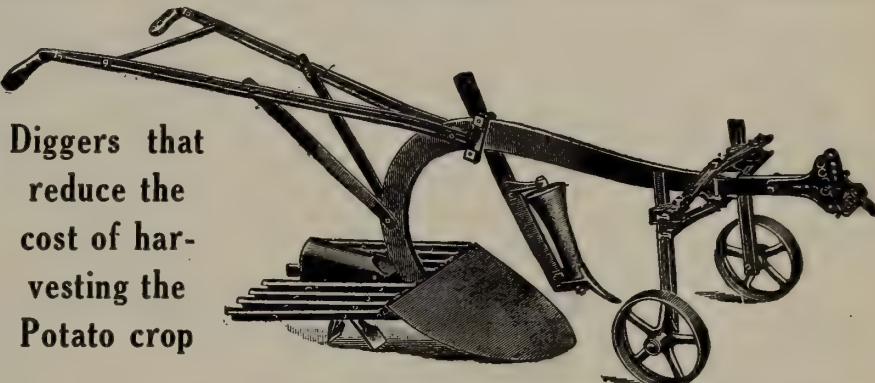
It is the good opinion of enough people, based on practical experience, to make that particular plow the best seller.

Year after year the demand for JOHN DEERE Sulky and Gang Plows proves that farmers will buy a plow of unequalled reputation rather than any other—even at a much lower price. Get the JOHN DEERE reputation behind your plow business.

**New Deere Sulky and Gang Plows are the plows of Proven Prestige. Remember that name alone does not sell plows, but that good plows have made the name "DEERE" famous.**



Hoover Potato Digger with agitating Rear Rack, Kickers and Vine Turner



Deere Shaker Digger with Vine Turner and Wings

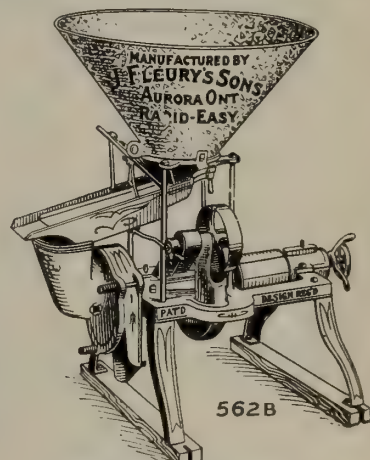


Fleury Straw Cutters

**A  
TRADE BUILDER  
FOR YOU**



The Little Wonder Grinder is the Grinder for the Stock Raiser in a small way. Lots of capacity with small power



Rapid-Easy Grinder

**The well-known Fleury "Rapid-Easy" Grinders, Roll Crushers, Straw and Ensilage Cutters, etc. are part of the Deere Line**

Fleury's Stock Raisers Implements are always in demand. They stand first in the estimation of stock raisers hence are most profitable for dealers to handle, as they give satisfaction to your customers and the best returns on your investment. Built in all styles and sizes.

*Write to the nearest Branch House for Particulars of our Seasonable Lines*

## JOHN DEERE PLOW CO., LIMITED

WINNIPEG

REGINA

SASKATOON

CALGARY



## Letter Writing and Collections

It is a painful thought that many men are quick, joyful borrowers of credit but slow, sad payers of their obligations. The bane of every dealer's existence is collections, and this will be so until the Utopia of an all-cash business will be reached, which, be it known, will be many moons hence. But a sale is never completed until we handle the money, and in getting that money letters are often necessary. Some dealers are remarkably facile at drafting collection letters; others again are too pugilistic with their pen. They unconsciously raise a spirit of antagonism in the customer from the first line onwards. The soft answer turneth away wrath; and the carefully written letter, blending the spirit of fair play and reason, very often pries loose from the jeans of the customer the necessary coin.

One dealer, among a chain of excellent letters which he has drafted, has one which has proven to be singularly effective in bringing a response and payment. This letter says in part:

"Your past record does not indicate that you are the sort of man

who would wilfully sidestep a just obligation, and we don't believe you are. However, your action in permitting this account to run so long is creating a decidedly unfavorable impression—an impression that is seriously injuring your standing with this firm."

Such a letter leads the debtor to believe that the dealer has every confidence in his ability and willingness to pay, but warns him that undue delay is likely to sadly impair that confidence. Another letter is worded as follows:

"The margin on which we do business demands a strict credit policy. Were we to allow you unlimited time in which to pay this account, we would be obliged to grant others the same courtesy; and though you would not abuse the privilege, there are some who would. For this reason we must ask that you settle at once."

This letter gives a logical reason as to why immediate payment must be had, while at the same time it flatters the debtor by telling him that he is considered a good credit risk. Either of the two letters above should give no offence to the most thin-skinned debtor—and the giving of no offence is the better plan to pursue wherever possible in connection with a collection letter. But when patience ceases to be a virtue, and when the customer pays no attention to your request for settlement, a stronger line of talk is justifiable. This may take the form of the following phrases:

"Had we not considered you thoroughly honest, we certainly would not have granted you this extension of credit. Your failure to pay at the time agreed, together with your ignoring of our first letter, is a surprise and disappointment to us. However, it has not shaken our faith in your integrity. We still think you'll pay this account and not force us to sue for settlement."

But when a final appeal is made before taking suit, a still stronger letter may be essential. It may possibly be drafted something after this style:

"We assure you that we have no desire to damage your credit standing in this community in any way. In fact we prefer to protect it and keep you on our list of desirable customers. The value of a first-class credit to you cannot be measured in dollars and cents. Therefore, we ask you, in all sincerity, to think twice before

compelling us to take legal action in forcing payment of this account, thereby making public a matter that will seriously impair your business standing. We are giving you ten days more in which to pay this account and save your credit. If settlement is not made by the end of that period, suit will be brought immediately."

### Former Implement Man Makes Long Auto Tour

H. W. White, accompanied by his wife and daughter, recently reached Winnipeg, Man., in an automobile, having successfully made the journey from Vancouver, B.C. The total mileage travelled was 1,758¼ miles, the car used being a Cadillac, to which was attached a Warner auto-trailer, which was a regular house on wheels, with a complete camping outfit and two beds. Mr. White, who is sixty-seven years of age, thoroughly enjoyed the trip. He is an enthusiast for good roads and is Vice-Pres. of the Vancouver Automobile Club. Formerly a resident of Carberry, Man., Mr. White will be remembered by the implement dealers of the prairie provinces as being formerly a travelling salesman for the Moline Plow Co., of Moline, Ill. He is the first motorist to make the Vancouver-Winnipeg journey, for which he receives a gold medal from the Vancouver Auto Club.

### Scribblers in Canada

Some statistical bug at Ottawa has taken a census of the editors and reporters in Canada. It appears that there are over a thousand editors and reporters, and sixty-nine ladies engaged in editorial work. In the prairie provinces there are only 185 editors, although advertisers will swear that there are at least ten thousand! To our mind, it is sad indeed to meditate on the fact that Canada has so many paupers!

Time flies—soon it will be time for selling sleighs.

## Ackland's Autumn Offering

### IRONED AND PAINTED

**EVENER SETS**—In all combinations from two to six horses.

**AGRICULTURAL AND PLOW SETS**—Specially good value.

**WAGON REACHES**—10, 12, 14 and 16 feet in length.

**WAGON BOX END-GATES**—One or two piece.

**BUGGY POLES AND SHAFTS**—In black, green or carmine.

**WAGON TONGUES**—For quick repair work. Finished to fit hawns. Painted and striped.

### CRESCENT PLOWSHARES

**FIT EVERY PLOW**

**SUIT EVERY SOIL**

**PLEASE EVERY USER**

**GET YOURS FOR FALL PLOWING**

Ask for our "Implement Section" of Catalogue  
Just being issued. It will pay you

The  
Best  
Place

**D. Ackland & Son, Limited**

Calgary  
Edmonton



65-68 Higgins Ave.  
Winnipeg

The  
Best  
Goods



WINNIPEG, MAN.



## Grain Drills in Argentina

The farmers in Argentina were slow to adopt the grain drill, and until about seven years ago the farmers usually sowed their crops with broadcast sowers or by hand. When a few drills were sold, however, the popularity of the modern grain drill advanced by leaps and bounds.

A consular agent states that the majority of the drills sold in Argentina are equipped with a well-trussed pipe frame. There is, however, a tendency to make the machines lighter with angle iron frames. Double-run feeds are popular, but many fluted force-feed drills are sold. The most popular opener is the single-disc type, and the construction of sand and dust-proof bearings is a strong point with the farmers of the Argentine.

Shoe drills are most popular in 17 and 22-furrow sizes, while hoe drills and double disc drills are so far not popular in that market. Wide-tired wheels and large hubs are considered essential to the success of a drill, while features in construction which are popular are a simple and effective change speed gear, with a non-sagging frame on the drill. The grain box should be adaptable to sowing alfalfa by the addition of proper sized cups. Auxiliary hoppers for sowing alfalfa at the same time as the grain are in demand.

The usual equipment consists of eveners, special grain tubes and covering chains. Both 6 and 7-inch feeds are used. The drills in demand are 14, 17, 20, 22 and 24-furrow single disc drills.

## Seed Cleaners Wanted

There is in Argentina a great demand for a machine that will clean alfalfa seed. The alfalfa grown contains a great deal of wild mustard. Various methods of cleaning the alfalfa seed have been tried, but unsuccessfully. A seed-cleaning apparatus that

would sell for about the same price as a fanning mill, and that would effectively remove the mustard seed from alfalfa would have large sales in the Argentine.

## From the Sisal Growers' Standpoint

The Comision Reguladora, or organization, who are alleged to be responsible for the high price of sisal twine, voice their side of the sisal controversy as follows:

They state that the present quotations for sisal fibre are the highest since 1902, when the price reached 10 cents. However, Manila and all other fibres are also higher in price than ever before, Manila at present being quoted at from 12½ to 17 cents, and New Zealand hemp at 10¾ to 11 cents. All hard fibres are unusually high in price, while Mexican sisal is the cheapest of all the hard fibres.

"If present prices are maintained, binder twine will be 2½ to 3 cents a pounds higher next year but twine made from Yucatan sisal will be the cheapest twine that the American farmers can possibly obtain," says the report.

Further, it is stated that the entire surplus stock of sisal hemp in Yucatan has been shipped, so that the available surplus stock on July 1 was only 18,150 bales. Official reports say that there is every likelihood that the 1916-17 crop of sisal will fall below the 1915-16 crop by at least 200,000 bales. Not only will there be a big shortage in the size of the crop, but there will be no surplus stock of fibre to ship. The report says:

"In order to avoid charges of arbitrary fixing of prices, the Comision Reguladora plans to base future quotations on the prices of Manila and other hard fibres, having, of course, due regard for the law of supply and

demand as it affects the sisal crop in particular."

This notification means plainly that unless present conditions in the manila fibre production of the Philippines should be very materially improved, the farmer can only hope next year to pay far higher prices for his binder twine than has been the case in 1916.

## Large Automobile Output

For the first six months of 1916 there were 754,902 automobiles manufactured in the United States; 96 per cent of which were made in Michigan, Ohio and Indiana. It is estimated that by the end of the year 1,500,000 cars of not more than a year old will be in service.

## The Auto Trade

The implement dealer has become so used to the practice of buying goods on long time and selling them on longer time that he is hesitant in embarking in a business which means buying and selling for cash. Last year the farmers of the United States paid two hundred million dollars for automobiles and as a cash proposition. That was more than all they owed on implements bought on time. The cash side of automobile sales has with it a tremendous advantage for the dealer.

It has been a strong factor in showing a new avenue for profitable business to the progressive implement dealer. Further than this is another unanswerable reason why the dealer in implements and vehicles should also be a dealer in automobiles. Seventy-

five per cent of the automobiles that will be built in the years to come will be purchased and used by farmers, who heretofore have bought all their machinery, including power machines, from the implement and vehicle dealer. Isn't it sound logic, therefore, to expect the farmer to buy his automobile from the implement dealer.

## The Dealer's Service

The successful implement dealer is a live wire, and the measure of his success is the service he renders to his community. He not only can make himself practically indispensable in the line of machinery and repairs, but he can be a friend to every farmer by his interest and help in promoting community welfare, securing better roads, diversified crops, improved seed, institute meetings, encouraging better tillage, better stock and better care of implements and tools.

## PUMPS AND Clothes Reels

Made in the best equipped factory in Canada. Pumps for deep or shallow wells. We don't claim to make the cheapest pump in the world, but we claim to make the **BEST** and as cheap as any other. Ask for dealer's prices.



SUCCESSORS TO  
**The Riesberry Pump Co.**  
(Established 1882)

**North-West Pump Co.**  
19-6th Street, Brandon, Man.

## ATTENTION! HARDWARE MERCHANTS IMPLEMENT DEALERS AND PUMP MEN



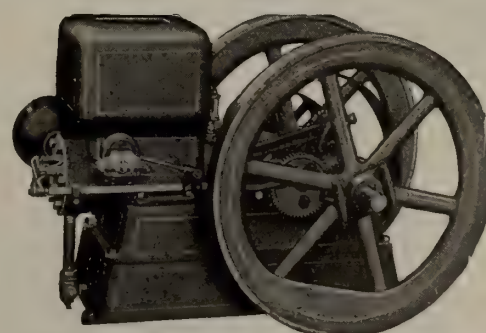
WE are the largest Manufacturers of wood and iron pumps in Western Canada. We carry complete stocks at both Brandon and Calgary for immediate shipment. If you live in Alberta write Calgary; if you live in Manitoba or Saskatchewan write Brandon.

Write us for our new Catalog before you order, or send us a trial order and you will be convinced that you can buy cheaper from us than elsewhere.

**Manitoba Engines, Limited**  
Brandon, Man. and Calgary, Alta.



## THE JUMBO LINE



## "JUMBO" GASOLINE ENGINES

Made in 1¾, 2½, 4½ and 6 H.P. So strong, simple and dependable that a boy can operate them. Develop more power on less fuel than any engine sold at the same price. The best dealer proposition on the market.

## LITTLE JUMBO FEED MILLS

A Mill you can sell against any competition. Large capacity; very low power required. Strongly built; grinds from 10 to 30 bushels per hour. Fine adjustment. Weight 90 lbs.

Manufactured by **Nelson Brothers Company** Saginaw, Mich., U.S.A.  
Western Canadian Jobbers

**Tudhope-Anderson Co., Limited**  
WINNIPEG REGINA SASKATOON CALGARY



DEALERS:  
Ask the nearest branch about the Jumbo Line.



## The Gasoline-Electric Plant

The farm lighting plant, as a combination of gasoline engine, dynamo and switchboard, may either be used in direct connection or through a storage battery as desired. This, of course, means a particularly efficient governor control to insure a constant voltage through wide variations of load. The cost of gasoline engines in the east (of from 3 to 10 h.p.) varies from \$70 to \$50 per horse-power,

according to manufacture and size, the bigger machines being naturally cheaper per horse-power.

Taking, for instance, a 4 h.p. engine operating a 3 kilowatt dynamo. The estimated cost of such a plant, say at Calgary, would be a little over five hundred dollars, on which depreciation, repairs and interest would add \$106. The daily expense of such a plant, allowing for fuel per ten hour day, attendance, oil and supplies, would average \$1.90, running to a total per horse-power hour of about 5 2-3 cents.

This assumes a cost on the basis of a constant load for 10 hours per day, 300 days in the year.

On a farm, energy may be required at any hour between 5 a.m. and midnight, and the load may vary from ½ h.p. to the maximum capacity of the plant, the full load, of course, being the exception.

We must, however, consider that farms in different localities vary as to the class of farming and the methods of using current vary accordingly. For instance, in fruit-growing districts little current would be used compared with what requirements would be in mixed farming areas with farms of one-half section or one section. It appears, however, that in stock raising and dairy districts electricity is becoming very popular. If we had in consideration a farm using lights, a milking machine, power saw, washing machine, feed cutter and grinder, etc., beyond the necessity for the lights, a portable 3 h.p. engine might be used to operate the equipment. Again, the lighting might be done with an automatic outfit, the milking and washing by hand and the balance of the work by the engine, or the engine could be arranged to supply both light and power.

As a further adaptation, the lighting set might be made a little larger so that it would drive the washer, and might be arranged to work the milking machine and do any necessary pumping. The other machinery could be handled by the same engine through a line shaft, or by a separator engine. Further, as an illustration, a gasoline-electric set could be arranged with a well-equipped storage battery, so that the running time of the engine could be reduced, and the load upon it kept as high as possible.

A prominent western supply firm, located in Winnipeg, state that for farm use some of their customers prefer a non-automatic outfit. This includes a 5 h.p. engine with a ½ k.w. generator and a small storage battery of, say, 24

ampere hours capacity, the battery being used when only a small amount of lighting has to be done and when no motors or electric irons are in use. The only additional attention required would be to start up the engine to charge the battery during the day. In this plant an automatic charging switch cuts out the battery when it is fully charged. Such a plant would cost about \$820 f.o.b. Winnipeg, comprising a 5 h.p. engine, generator and adjustable bed plate, switchboard and accessories and a storage battery capable of lighting 11 to 15 watt lamps for 8 hours, 17 for 5 hours or 22 for 3 hours. A large set supplied by the same firm would cost about \$1200 with a yearly expense, allowing for running cost, repairs and depreciation of about \$280.

In the majority of plants an overhead charge of 20 per cent may apply, but this may be revised by experience. Batteries depreciate at the rate of 10 per cent, and gasoline-electric plants at from 5 to 10 per cent according to the hours of service. If, for instance, the engine lights direct, no battery being used, engine depreciation and gasoline consumption will be high. If a large storage battery is used the engine depreciation will be low, but the increased gasoline efficiency will be counterbalanced by the electrical inefficiency of the battery. It is claimed that the automatic set avoids these disadvantages, the engine does not operate for very light loads, while the battery is cheap and only supplies a small portion of the energy used. It must also be recollected that the use of batteries may be unsatisfactory in the hands of the average farmer, for, generally speaking, a storage battery requires reasonably careful handling to give the best results. We too often forget that the loss in charging and discharging a battery is about 40 per cent.

The advantages to be gained by using electricity on a farm have been enumerated again and again, in technical papers and trade publications. Special stress has been laid upon the convenience and cleanliness of a house and farm completed equipped electrically, and it is taken for granted that the proposition has been sufficiently demonstrated as to convenience. With regard to economy, it can but be obvious that any device that increases the efficiency of the hired man 300 per cent or more, or reduces the number of men required, is a great saving when one considers the costliness and difficulty of obtaining and keeping farm help.

All aboard for collections.

## Are You Losing Momentum?

The greatest value in advertising is momentum. It is that same momentum which in good times makes the demand for the advertiser's goods greater than his possible production and in bad times greater than his non-advertising competitor's. To stop advertising means to lose the power of this momentum. It will not disappear suddenly, but will die gradually.

Is there any possible argument, then, for the advertiser who stops because his production is over-sold? Nonsense. He stands to lose the accumulated momentum of his previous efforts—and he will lose it. Rather is prosperity a signal to speed up advertising. What more valuable asset can a manufacturer, or, for that matter, a wholesaler, have than an over-demand for his products—to be able to write to an inquirer that delivery can not be had until such and such a date, that he is very sorry, but his entire available output is taken until then!

## The Modern Buyer

The average buyer is a different type of fellow to-day than he was even ten or fifteen years ago. He is looking at his position from a different angle and is buying his goods on a different basis, or rather, in a different way. What he wants is not selling arguments, but informative facts. He demands accuracy of statement, knowledge of merchandise and conditions, clean-cut, business-like methods and reliable, saleable and up-to-the-minute merchandise. In other words, the dealer must be able to supply the above qualities as well as the best class of farm equipment on the market.

## The All-Round Man

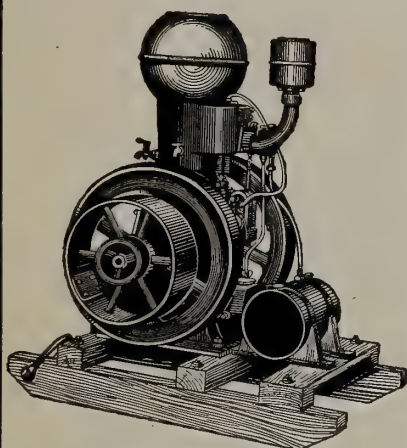
There is great need to-day of symmetrical men. We are living in a time when problems are constantly arising and it takes men of the highest caliber and of the greatest all-round efficiency to solve them. They cannot be solved by men of narrow interests. The problems of to-day need breadth and vision. Of all forms of government a democracy needs in its citizenship men of breadth and men of vision.

The problems of the coming century cannot be solved by men who know only their business. The fact is, we know that the problems of the past decade or two would have been very much better solved if their solution had not been attempted by men solely of a business training.

## Lasting, Positive Satisfaction

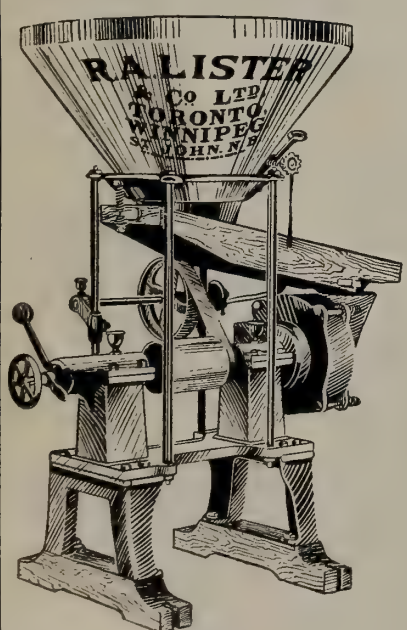
To Dealer and Farmer. That's why you should sell

## LISTER ENGINES



British built, durable; only the best materials. Shipped complete with skids. High tension ignition. Automatic lubrication. Made in 2, 3, 5, 7 and 9 h.p. sizes.

## LISTER GRINDERS



Very large capacity; easy running. Fine adjustment. Strong reversible plates. Guaranteed to grind more feed on the same power than any grinder of the same size made. With or without base.

### OUR LINE INCLUDES:

"Canuck" Gasoline Engines, Grain Grinders, Electric Lighting Plants, Milking Machines, Cream Separators, Churns, Sawing Outfits, Silos, Combination Threshers, Pumps, Pump Jacks, etc.

ASK US ABOUT TERRITORY

**R. A. Lister & Co. Ltd.**

WINNIPEG

Toronto Quebec St. John



### Looking Ahead for Profits

The standpoint of the implement dealer to the tractor business varies with the individuality of the dealer. Some men are dead against tractors. Others are gradually becoming interested in the tractor proposition, while others again are red hot enthusiasts for tractor selling. Experiences with the heavy tractor, some of them unhappy, together with peculiar provincial laws regarding the selling of power outfits, have lead the Western Canadian dealer to a policy of caution in taking on new lines. Yet there are many men who have been conspicuously successful in selling the light tractor, and the reasons for their being in the tractor business are worth knowing. In the Harvester World, F. W. Jones relates the opinions of one dealer as to why it pays to keep up-to-date as regards the sale of light tractors. This dealer said:

"I am in the tractor business partly because of the money I am making out of it, but more because of what I see in it for the future. Even if there were no present profit in it, I should still be selling tractors, because I can see the time coming when the implement dealer who knows the dealer who has been in the busi-

ness, who has studied it, and who knows it, will stand the best chance of controlling a good volume of tractor business later when power farming becomes a universal institution."

### What Is Turn-Over?

The turn-over of a stock essentially represents the number of times the stock as a whole, or the investment in any one department, is turned during a given period of time.

Investment in stock is figured on the basis of laid down wholesale costs. Volume of sales is naturally figured on the basis of the re-sale price of the merchandise.

Hence, in order to arrive at the turn-over, it is of course necessary that the one be translated into terms of the other.

Assuming that a store carries an average stock of \$7,500 and has an annual sales volume of \$30,000, what is the turn-over?

To determine it, reduce the \$30,000 into terms of invoice cost. If the average mark-up is 33 1-3 per cent, the gross profit or selling price will naturally be 25 per

cent; 25 per cent of the gross sales of \$30,000 is \$7,500 — the gross margin of profit. \$30,000 — the annual sales — less \$7,500, the gross profit, leaves \$22,500 the laid down cost on the merchandise sold during the year. Divide this amount by \$7,500, the average stock carried, and you get a result of three. This shows the number of times the stock was turned during the year.

### It Builds the Demand

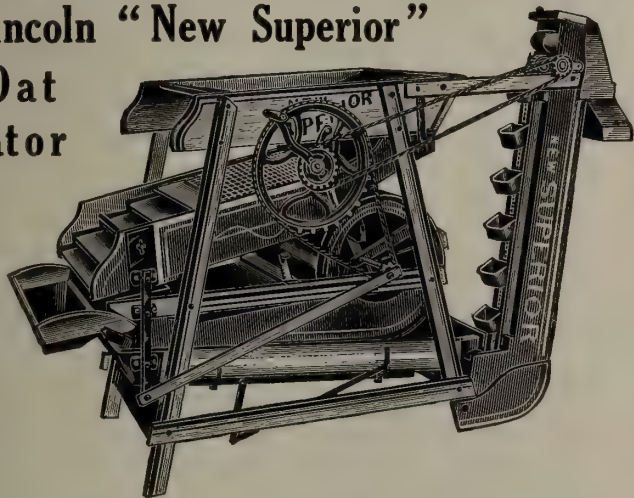
Advertising makes the consumer want the thing that the dealer has to sell, and it is because of this fact that dealers are coming to prefer more and more to sell only nationally advertised goods. Not only does advertising facilitate the distribution of a product by making its general selling points well known in advance of the salesman, but it goes farther, and does the great work of introduction to the consumer. No matter how well plans for distribution of products are thought out, unless plans for consumption of the product are even more carefully thought out, profitable business will not result.

## KING OF WILD OAT SEPARATORS

### The Lincoln "New Superior"

#### Wild Oat Separator

With our patented open and blank space sieves, it positively separates every wild oat seed, causing them to lie flat, and not up on end.



### Patented Adjustable Wind Boards

are provided so that blast is always under control. Can blow out as much or as little as you like, making it a perfect oat cleaner and grader. The lower shoe is fitted with a cleaning rack that is adjustable, never touching the sieve, but just close enough to knock out any grain that gets stuck when going over the sieve. It is movable, working back and forth about two inches in opposite directions to the shoe. By this improvement the capacity is increased about 25 per cent.

#### It Is Strong, Well-built and Bolted—Not Nailed

Our machine is built to clean any kind of grain and do perfect work. What the "NEW SUPERIOR" cannot do, no other can do. Exceptionally easy to operate, it will appeal to your customers.

Made in Sizes 24, 32 and 42 inches wide, with or without bagger, and with power attachment for gasoline engine if desired.

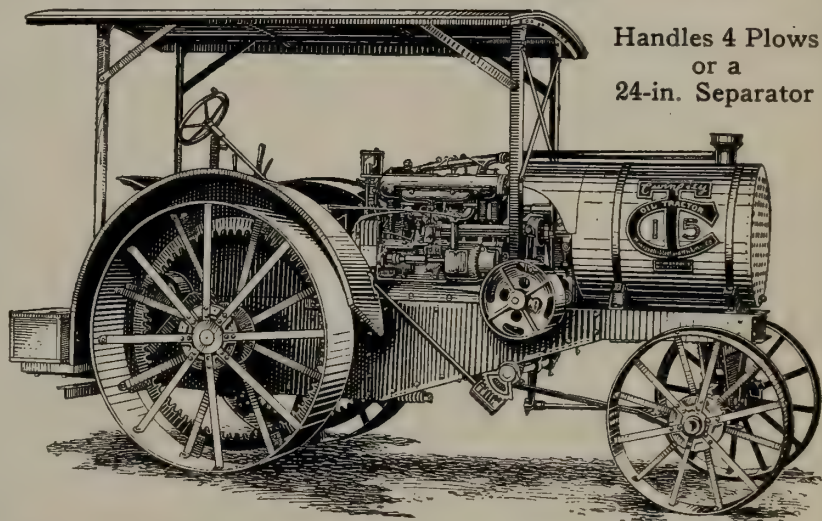
WRITE FOR DEALER'S PROPOSITION AND FULL PARTICULARS.

## Cushman Motor Works of Canada, Limited

Builders of light weight, high grade Gasoline Engines for all Farm Power Work  
289 PRINCESS STREET. WINNIPEG, MAN.

## The Twin City "15"

Handles 4 Plows  
or a  
24-in. Separator



### The LIGHT TRACTOR that Gets the Trade



Built in  
Four  
Sizes:

Twin City "60"  
Twin City "40"  
Twin City "25"  
Twin City "15"

Simply a small model of the Big Twin City Tractors, and built on the same general design; 4-cylinder heavy duty motor — 2 speeds — burns kerosene. Sells at a lower price per horse-power — weighs less per horse-power. Will give more all-around economical service than any other light-weight tractor. The smallest and most perfect farm power yet produced.

All Burn Kerosene  
Distillate and Gasoline

Get our Liberal Agency Proposition. Write To-day.

Minneapolis Steel & Machinery Co. of Canada, Limited  
923 LOGAN AVENUE WEST WINNIPEG



## Selling Yourself—and Staying Sold

By FRANK FARRINGTON

No qualification is more important to a man going into business in the employ of others than the ability to sell himself, his time, his services.

It is a fine thing to be able to sell for others and to get a big salary for doing it, but selling must begin right at home. It must begin with selling yourself to some one before you can start to sell for them.

Just as a salesman can always get rid of any amount of goods if he does not care what the price, so he can always sell his services to some one if it makes no difference to him how much salary he is to receive. Profitable salesmanship is never as easy as mere unloading. Make yourself worth

a good price and then do not hesitate to ask the price.

A young fellow once came to me and said, "You don't want to get a cheap chauffeur, do you?" That was the last thing I wanted, a cheap chauffeur. My neck is too valuable to me. But I did happen to want a driver just at that time, and I would have been glad to hire a young chap who was willing to work at a comparatively low wage, but no "cheap" chauffeur for mine!

And there is no good employer of the sort a man wants to work for who is going to hire employees who rate themselves as cheap. It is just like selling anything else. You are not going to find prospective buyers believing the goods worth more than the seller claims for them.

The man trying to sell his services should have enough self-respect, a good enough opinion of himself, to command the respect of his prospective employer. Don't try to give the impression that you know it all, because you lack quite a lot of that, but show that you do know something. On the other hand, to get a position by overrating yourself can end only in a downfall. You know what happens when a man sells goods on the strength of a recommendation beyond what they will stand. He gets the goods back or he gets more complaints than he can take care of, and he is pretty sure to lose a customer.

Your ability to serve the man to whom you want to hire will in a considerable degree be judged by your ability to sell yourself, to present your personality and your qualifications in a pleasing manner. Study up in advance what you are going to say and do to make your selling talk as convincing as possible.

And after you have made the sale—bend every energy you possess to delivering the goods.

It is one thing merely to sell yourself, while it is another to stay sold. A new broom sweeps clean, and employers expect the

new man to show his best side for a time; but the man who sells himself successfully is he who not only makes the sale and sweeps clean at first, but who continues to sweep clean.

Merely being glib of tongue and agreeable of presence so as to create a good impression and get hired will not avail much if you cannot deliver the goods so they will not come back on your hands. Your services are not going to be retained unless they give satisfaction.

### Factories and the Price Situation

While the prices of raw materials loom largest in the price situation as affecting the implement industry, it must not be forgotten that in recent years factory operatives have been steadily receiving higher wages to keep in line with the advanced cost of living. The International Harvester Company on recently granting an increase to its employees amounting to something over 11 per cent, in order to be fair and impartial asked a firm of certified public accountants to investigate the increase in labor cost in the harvester factories since 1902. The accounts since that date reported that since 1902 the International Harvester Company had increased the wages of employees 50.34 per cent on the average hourly rate. This did not include superintendents and general foremen, the purpose being to get at the increase to operatives working by the day, week or piece. Including the increase recently granted, the company in its Chicago factory has increased wages 67.03 p.c. since 1902, that is more than two-thirds. At the twine mills female employees had been advanced 58.59 per cent; male employees 51.47 per cent; all employees 55.91 per cent. In brief, the report of the accountants showed that from 1902-1916 the per cent of wage increase had been, for all workers in the twine mills, 86.46 per cent.

Considering these increases in wages, which must in some measure apply to the whole of the implement manufacturing industry,

it is a wonder that the farmer has not yet felt a greater increase in the cost of implements that he has not has been due to improved methods of manufacture and increased outputs. The farmer, as an apostle of the square deal and a champion of those oppressed, should look upon it that he has been well treated by the manufacturing interests instead of having to pay more for implements through the great wage increase in their production cost.

### To Meet Conditions

In his presidential address to the Wisconsin Implement and Vehicle Association, L. H. Waite said in part:

"Why should we carry a farmer on our books from spring until fall, when this same man has bought an auto and paid cash for it? I make this illustration for I am guilty. But let me say to you, never again.

"We must start in by standardizing our customers—show them that we must pay cash for our goods and that they must do the same (or give its equivalent). Keep posted on every need of the farmer and make yourself so useful with your trade that they can't do without you and it will all work out as a benefit to us.

"Contract for territory at the same time you contract for goods and insist on as much territory as you can successfully cover—you will get it—and after the manufacturer has given you what you ask, show him by the sales of his goods in this particular territory that you knew just what you wanted.

"Do this yourself, or with men of your own hire, and thus help to cut the cost from producer to consumer."

### The Home Town

Some folks leave home for money,

And some leave home for fame.

Some seek skies always sunny,

And some depart in shame.

I care not what the reason

Men travel east or west,

Or what the month or season,

The home town is the best.

The home town is the glad town

Where something real abides.

'Tis not the money mad town

That all its spirit hides.

Though strangers scoff and flout it,

And even jeer its name,

It has a charm about it,

No other town can claim.

The home town skies seem bluer

Than skies that stretch away.

The home town friends seem truer

And kinder through the day,

And whether glum or cheery,

Light hearted or depressed,

Or struggle-fit or weary,

I like the home town best.

Let him who will go wander

To distant towns to live.

Of some things I am fonder

Than all they have to give.

The gold of distant places

Could not repay me quite

For those familiar faces

That keep the home town bright.

## PETERS PUMPS

Gives More Water  
in Less Time with  
Less Energy

Made in many styles and sizes, they will meet all requirements of the Western Canadian farmer.

### PETERS' Double Cylinder Force Pump

is the last word in pump service. Unequaled in Design, Action and Durability. They are different from all other pumps in construction and finish, and have exclusive features that make sales easy to customers who want the BEST in pump value.

Dealers:  
Get Peters' Pump Proposition for 1916

ALWAYS  
DELIVER  
THE WATER

Our line is absolutely up-to-date in every respect. Every pump we produce is given special attention. Peter's Pumps are perfectly assembled—they have no "come-back." Sell them and you make satisfied customers.

A POST CARD WILL BRING OUR LATEST CATALOG.

Manufactured by

Peters Pump Company, Keokuk, Ill.

Exclusive Canadian Agents:

Tudhope Anderson Co., Ltd.

Winnipeg Regina Saskatoon Calgary

Write Nearest Branch House for Particulars.



## Mr. DEALER Cater Can Sell You

Wood or Iron Pumps cheaper than any one in the West.

Get His Prices Before You Order.

Brandon  
Pump & Windmill Works

Brandon

Man.





## Mechanical Horse Power

Farmers are, generally speaking, vague as regards what really constitutes a mechanical horse-power. The power farmer cannot understand why a tractor that is rated at much less horse power than some other tractor is able to draw more plows. He forgets that there are three essential features which affect the development of a mechanical horse power. These are: the amount of the load in pounds, the distance through which this load is being lifted or pulled, and the time which is required to do it.

When the farmer sees the low power machine pulling more plows than the higher rated tractor, he bases his contentions purely on the load drawn. He does not consider the speed of the tractor over the ground.

However, a tractor ordinarily pulling 3 plows at 3 miles per hour can be reduced in speed one-half by back gearing and if it has weight enough for traction can pull double the number of plows. It would, therefore, appear that this tractor, when traveling slowly at 1½ miles per hour, and pulling six plows, was doing much more work than when it was traveling 3 miles an hour and only pulling three plows. But as far

as mechanical horse power is concerned, the tractor does equal work in either case. Misunderstanding is due to the fact that we do not stop to consider that a tractor, when on low speed, is pulling its load but half the distance that it does when traveling at twice the speed.

The amount of power that a horse can develop depends largely upon its size and muscular development. Experiments indicate that a horse can exert a continuous pull on his traces equal to from one-tenth to one-eighth his weight for a working day of ten hours. The speed at which the horse is able to produce the largest day's work is from 1.6 to 2 miles per hour.

Figuring on this basis, a 1500 lb. horse traveling at 2½ miles per hour, which by the way is considered the maximum speed of a horse, and pulling one-tenth of his weight or 150 lbs., would be pulling, exactly, one mechanical horse power. However, animal power is an elastic power, and his maximum efforts for a short time may exceed his own weight. In actual test, a draft horse has proven to exert an effort of about one-half its weight while walking at a speed enabling him to develop for

a short time from four to five mechanical horse power, but the instantaneous pull of a heavy horse will not exceed 800 lbs. Such trials must be of short duration, and followed by periods of rest.

We therefore feel quite sure that it is due to the great elasticity in horse power or animal power that leads many tractor owners to believe that their tractor is not developing its full rated pull at the drawbar, and we believe that each dealer and demonstrator should thoroughly understand this, and be in a position to explain this matter to tractor owners, who happen to find fault with the load their tractor is drawing.

### Handling Wire Fencing

The farmer very commonly considers only the price per rod in buying woven wire fence, consequently wire fence will probably never be sold on any other basis. It's the price per rod the farmer figures on, and quotations in terms of so much per pound mean nothing. But the quality of a fence is shown in the pound basis, and the dealer should show the farmer that it pays to consider the factor of quality.

The fence dealer must, how-

ever, know the goods. He must be able to go out and set up a woven wire fence, should be able to stretch the wire and set the posts so as to give a fence of the maximum efficiency. Yet manufacturers maintain that 90 per cent of the complaints on wire fencing are due to the faulty setting of the posts and the stretching of the wire.

Fence is one of the nicest lines in the implement field to handle. It pays a remunerative profit. The cost of handling and storage is light. There is virtually no loss from deterioration. When a dealer is thoroughly acquainted with his line he will be able to determine whether the trouble is due to faulty construction on the part of the farmer or whether the fault is in the manufacture. In this way he can give his customers satisfaction, and satisfaction pays.

One of the most effective methods of showing a fence line is for the dealer to erect a rod or two of woven fence in the rear of his store. By doing this he accomplishes a double purpose. It suggests fence to the farmer and follows this interest with a demonstration of its appearance when erected.

## The New Chatham Fanning Mill and Grain Separator

THREE  
SIZES



## The 1917 Chatham

Turns Easier Makes More Wind Cleans Better  
and retains the same sturdy construction that has made the Chatham famous

**"THEY LAST LONGER"**

WRITE FOR ILLUSTRATED CATALOGUE  
**GRAY - CAMPBELL, LIMITED**  
MOOSE JAW, SASK.

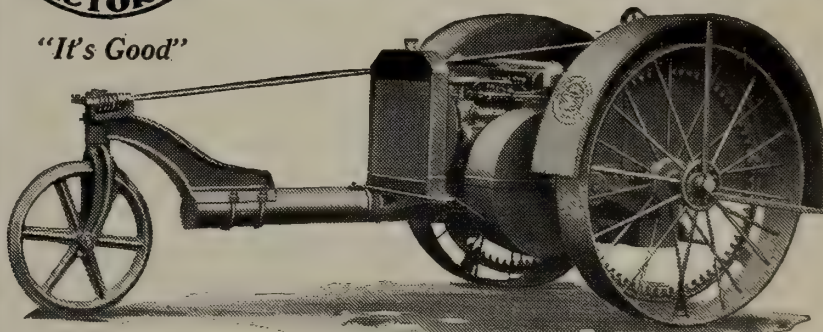


"It's Good"

## A WISE DEALER

WILL AT LEAST INVESTIGATE THE

## "HAPPY FARMER" TRACTOR



The Live Dealer is getting ready to cash in on the Light Tractor Business. The demand for Tractors is now large, and is steadily growing larger.

### ALL Depends on Getting the RIGHT Line

Below are a few of the outstanding points in favor of the  
**"HAPPY FARMER" TRACTOR**

**LOWEST SELLING PRICE** Largest Dealer Commission

**ONLY \$850.00**

**TWO DRIVE WHEELS**

88% of its weight on traction wheels.

**ONLY 2% THE PARTS OF OTHER TRACTORS**

Does the work of 8 horses. Weight only 3,500 lbs.

### COMPLETE REPAIR SERVICE.

We will guarantee less than a 24-hour Service on any Repairs

SOME GOOD TERRITORY STILL OPEN—YOU SHOULD ACT AT ONCE SO AS TO BE IN A POSITION TO LOOK AFTER FALL BUSINESS.

**J. D. Adshead Co., Limited**

Canadian Representative

**WINNIPEG**

**Manitoba**

COUPON—J. D. Adshead Co., Limited Winnipeg  
Please send particulars of dealers' agency for the "HAPPY FARMER" TRACTOR.  
Name .....  
Post Office .....  
Prov. ....



### The Country Merchant

Generally speaking, almost anybody in a country town can get a vacant storeroom on or near the main street, and some sort of goods to put into it. Though the town itself increases little or not at all in size, and the farming population on whose trade the town depends increases little or not at all, the number of people in the town who have something to sell, be it dry-goods or farm machinery, does increase. Our own observation, backed by statistics, leads to this statement.

Various gentlemen, not entirely unconnected with the co-operative buying propaganda of our Western farmers' associations, make the statement that there is one merchant (wholesale or retail) to every twelve farmers in the three Western provinces. If so, and we'd like to see official figures to back that statement, the competition among retailers must be like unto a battle.

Still it must be admitted that retailers increase in number on this continent. In 1900 the U.S. had eight hundred thousand retail dealers; the census of 1910 gives almost twelve hundred thousand.

The danger, therefore, seems to be that the number of retailers tends to increase faster than the

population to which they must look for support. Any community has only a fixed purchasing power. It can only absorb so many merchants, and the wise merchant will not locate in any centre where the community is already over-supplied with stores. But there is another side to the question — new industries spring up. For example, there is the automobile, with its manifold accessories; the various evolutions of the phonograph; nearly every village now has its electric-light plant, which means a demand for bulbs, fans, and so on; fruits of various kinds of late years have become almost as staple in the country as bread. So in the country town you will find new shops selling these and other things.

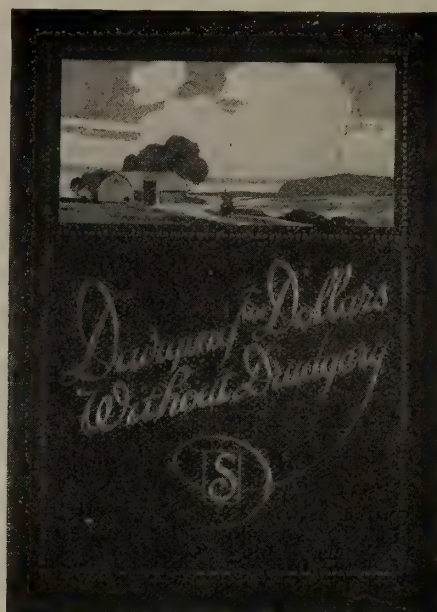
And the rural population has a decidedly greater purchasing power than it had, say, ten years ago. In 1906 it was not troubling itself then about spark plugs, electric fans and phonographs; yet the rural retailer, on the whole, is hard pressed by competition at home. If the druggist puts in a stock of cameras, and gets them going, the hardware man and the garage immediately put in stocks of cameras. And there is the big competition of the mail-order houses and the city stores. With the parcel post, the automobile

and the interurban trolley, the rural population is less dependent on the nearest store.

It seems tolerably clear that the country retailer who succeeds under these conditions must have something more than just a stock of goods to sell. Broadly speaking, anybody can get a stock of goods to sell. The store that succeeds must have some attraction which distinguishes it from any other store. In every country town, so far as we have been able to discover, there are retailers who do succeed well in spite of competition at home and abroad. The efficient merchant, like Jonah, is hard to keep down.

### Dairying for Dollars

The catchy title of a very handsome booklet published by the Sharples Separator Co., West Chester, Pa., is "Dairying for Dollars without Drudgery." This book is most artistically gotten up, the cover in blue and gold being singularly effective. We



New Sharples Book on Sanitary Milking

show a duplication of the cover herewith. This book sets forth the practical advantages of the use of the Sharples Upward Squeeze Milker. Facts and figures are given to show the savings effected by the use of the Sharples milker over hand milking, which is about \$12.25 per cow per year. These figures are based on reports received from practical dairymen all over the country who are using this outfit. This publication should be very interesting to dealers in dairy equipment.

The more a farm equipment dealer knows about good farming, the better farm equipment dealer he is, but he mustn't neglect the principles of merchandising.

### The Automobile Trailer

A man in Ontario, engaged in the auto livery business, writes that he is of the belief that the auto trailer will prove a boon to many farmers, especially those who market butter, eggs and fruit. In his business this liveryman had to handle considerable baggage for tourists. He relates how he solved the problem as follows:

"I purchased an auto trailer. I have already made a couple of trips with it and it works to perfection. The trunks and grips are placed in the trailer and arrive at their destination as soon as the passengers. The result that my customers are so pleased with the service that I am assured that when the time comes for them to come back from the lakes they will notify me and I shall have the job of fetching them to the station.

"For any farmer that has a car the trailer would be a good investment. It will carry five or six hundred pounds without difficulty. I have had five hundred pounds in my trailer and it handled the load without an effort. It would handle a great deal of the stuff that the average farmer has to market, and would be much easier on the car than if it were packed into the hind seat. If the road is not too hilly the usual number of persons can be taken in the car and the stuff that is loaded upon the trailer can be taken along with but little extra cost. If I were a farmer with a car this latest car accessory would be one of my first investments. It surprises me that more trailers are not sold."

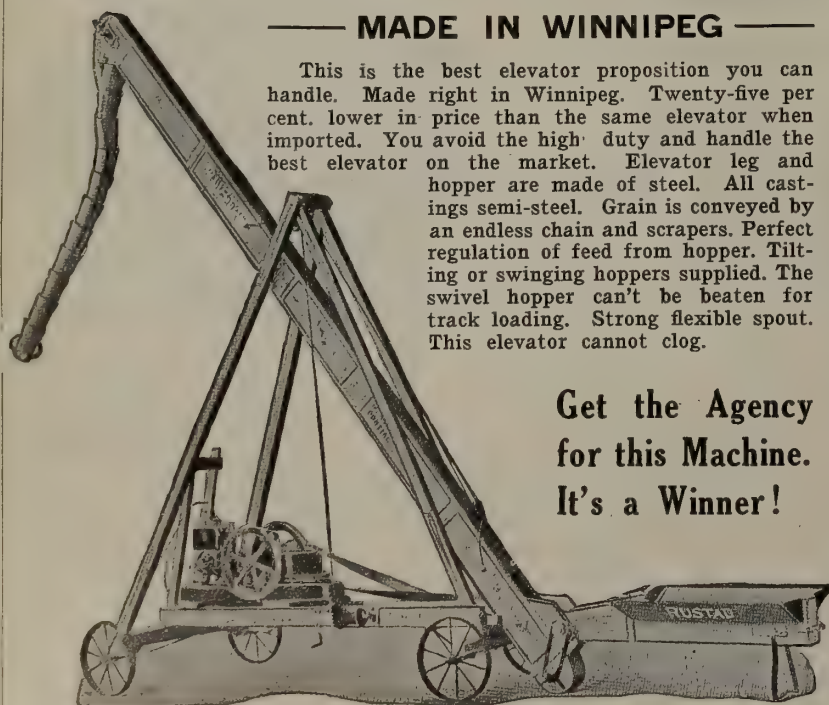
### One Result of Organization

At a convention of retail dealers held in the United States recently, a prominent manufacturer struck a very happy thought in the organization idea when he spoke on the educative side of an association of dealers. He said:

"The very considerable decrease in the percentage of dealers going out of business because of failures and other causes is not due, in my opinion, to any change in business conditions, but is due to the fact that you have, through your association, been teaching practical lessons, and have spread the information as to how to handle a business in an intelligent and safe manner, as well as to point out many of the things to be avoided. Our combined cost education work, I mean that of the manufacturer and the dealer, has been very helpful and without dealers' organizations this could not have been done."

## RUSTAD'S Portable Grain Elevator and Track Loader

— MADE IN WINNIPEG —



This is the best elevator proposition you can handle. Made right in Winnipeg. Twenty-five per cent. lower in price than the same elevator when imported. You avoid the high duty and handle the best elevator on the market. Elevator leg and hopper are made of steel. All castings semi-steel. Grain is conveyed by an endless chain and scrapers. Perfect regulation of feed from hopper. Tilting or swinging hoppers supplied. The swivel hopper can't be beaten for track loading. Strong flexible spout. This elevator cannot clog.

Get the Agency  
for this Machine.  
It's a Winner!

Shaft with loose and drive pulley provided for engine attachment. A 2 to 2 1-2 h.p. Engine drives the elevator easily. For filling granaries, or elevating feed to lofts and for loading cars, this machine has no equal. Strong warranty goes with every elevator. Dealers get in line at once or you won't have an elevator to sell this fall.

We handle Kerosene and Gasoline Engines from 1½ to 20 H.P.

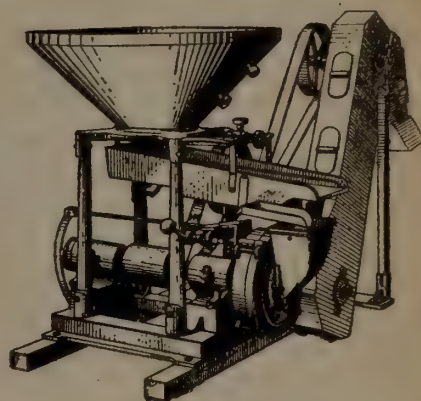
**HENRY RUSTAD, Manufacturer**  
243 Princess Street Winnipeg, Man.





# SELL Vessot Feed Grinders RUN BY SMALL Mogul or Titan Engines

**W**HAT better recommendation than this could a feed grinder have. It grinds barley corn, crushed ear corn, oats, wheat, rye, peas, buckwheat, screenings of any kind of mixed grain or any other feed stuff, fine or coarse, as desired, and removes foreign substances. This is the claim for the **VESSOT FEED GRINDER** made at Joliette, Quebec.

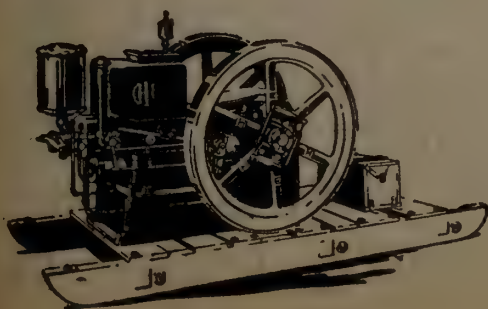


It grinds all feed stuff—because of its excellent grinding plates. So well known are the original Vessot plates, and so highly thought of by all who know them, that numerous imitations are appearing on the market. To insure our customers getting genuine plates, we have arranged to have the trade-mark, “S.V.”, placed on every genuine Vessot plate so plainly that you cannot go wrong. Look for the “S.V.”

As fine or coarse as desired—and we mean what we say. Vessot grinding plates have such a nicety of adjustment and do their work so uniformly well that a clean, satisfactory job is assured. The two-sieve spout removes all foreign matter, from nails and stones to dust and sand.

A grinder for which so much may be said, which holds so good a record, which has for years given so much satisfaction as has the Vessot, is an easy grinder to sell.

Supply the best, steadiest, and most reliable power with the Vessot—such power as is furnished by an **INTERNATIONAL HARVESTER KEROSENE ENGINE**—**MOGUL or TITAN**. Write to the nearest branch house for full information regarding this profitable outfit.



## INTERNATIONAL HARVESTER CO. OF CANADA, LIMITED

### BRANCH HOUSES

At Brandon, Calgary, Edmonton, Estevan, Hamilton, Lethbridge, London, Montreal, North Battleford, Ottawa, Quebec, Regina, Saskatoon, St. John, Winnipeg, Yorkton



## DEALERS:

**GET** in your Fall specifications at once. Owing to unsettled transportation conditions in the United States, we would advise all Dealers to get in their Fall stocks immediately.

By doing so you will get your share of the Fall trade.

**WRITE AT ONCE**

**Joseph Maw & Co., Limited**

*Distributors*

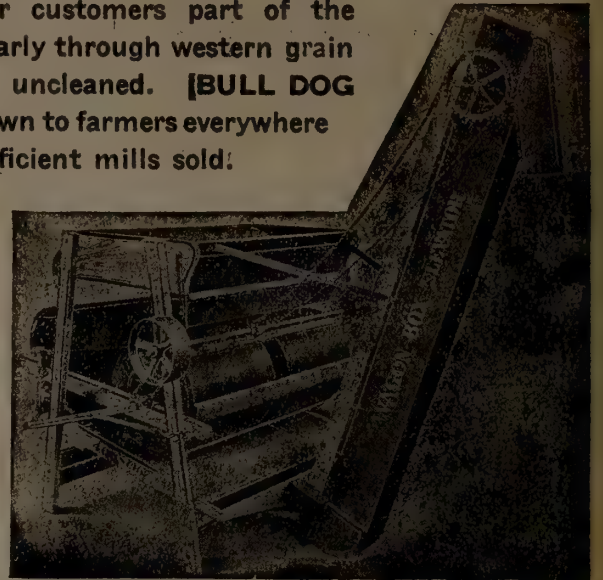
112-118 King Street  
Winnipeg

## BULL DOG FANNING MILLS

Will save your customers part of the \$500,000 lost yearly through western grain being shipped uncleaned. **[BULL DOG MILLS]** are known to farmers everywhere as the most efficient mills sold.

Made in five sizes:  
24, 32, 40,  
48 and 64  
inch sieve  
widths.

Capacities:  
25 to 150  
bushels  
per hour.



The 40-inch Power Bull Dog, with Wagon Box Elevator.

No farmer, whether his crop is light or heavy, can afford to market his grain this year without first cleaning it. Grain is too valuable to sell dirty. Show your customers the **BULL DOG MILL**. Every mill is sold on an absolute guarantee. They clean oats, wheat, barley, timothy or clover equally well. Automatic feed, even flow of grain; 10 to 16-foot elevator; 12 sieves and screens furnished with each mill. Power attachments supplied for 24 and 32-inch mills—larger mills fully equipped for power. Get busy and send your Fall orders. We can ship on the shortest notice.

**Specialists in Grain Cleaning and Grading Machinery**

**TWIN CITY SEPARATOR CO., LIMITED**

Off Logan Ave. on Quelch Street

Winnipeg, Man.

**Agents:** Quick Action Now Means a Profitable Fall

The demand is daily increasing for the

## Fairbanks-Morse CYCLONE PORTABLE GRAIN ELEVATOR



Cyclone Elevator  
with 3-h.p.  
Fairbanks-Morse  
Type "Z"  
Kerosene Engine

Write us at once for our complete proposition, including very liberal terms.

This machine, which loads Cars, Tanks and Granaries [has a greater capacity than any other and is more strongly built. It will easily handle from 1200 to 2200 bushels per hour and can be operated by an engine of from 2½ to 6 h.p.

Manufactured by the Hart Grain Weigher Co., makers of the famous "Perfection" and "Hartley" Threshing Machine baggers.

**THE CANADIAN FAIRBANKS-MORSE CO., LIMITED**  
Saskatoon WINNIPEG Calgary

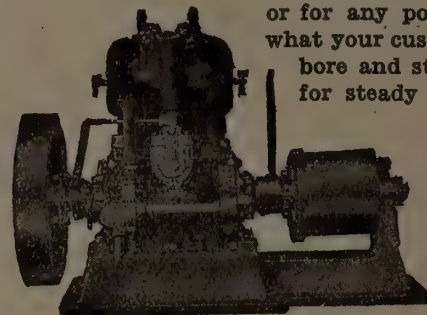
## Cushman Light-Weight Engines

**4 H.P. CUSHMAN** THE ONE PRACTICAL BINDER ENGINE

Built for All Farm Work. The 4 H.P. Cushman does all ordinary work and can be attached to Binders, Potato Diggers, etc. Equipped with Throttle Governor, Schebler Carburetor and Friction Clutch Pulley.

**Sell the 8 H.P. Cushman Weight 320 Lbs.**

This two-cylinder engine is unequalled for heavier work than the 4 H.P. can handle. For heavy grinding, driving small threshers, etc. or for any power from 3 to 9 H.P. it is just what your customers want. Each cylinder same bore and stroke as in the 4 H.P. Unexcelled for steady power production. The 15 H.P.



Cushman weighs only 780 lbs. and 20 H.P. only 1,200 lbs. Cushman Engines are not cheaply built, but are designed carefully and built of only the best materials. They are cheapest for your customers in the end.

ASK ABOUT OUR AGENCY OPPORTUNITY FOR YOUR TOWN

**Cushman Motor Works of Canada, Ltd.**

289 PRINCESS STREET

WINNIPEG, MAN.

Distributing Warehouses: Toronto, Ont. and London, Ont.

Builders of High Grade, Light Weight, High Power Engines for General Purpose Farm Work

EXCLUSIVE SELLING AGENTS FOR:

Langdon Ideal Self Feeders—Fanning Mills—Smut and Pickling Machines—Vacuum Washing Machines—Lincoln Grinders—Lincoln Saws—Incubators—Universal Hoists—Portable Grain Elevators—Wagner Hardware Specialties—Mountaineer and Little Giant Neck Yoke Centres.



# CANADIAN FARM IMPLEMENTS

VOL. XII., No. 10

WINNIPEG, CANADA, OCTOBER, 1916

SUBSCRIPTION PRICE IN CANADA (Per Year, \$1.00 Per Copy, 10 Cents)



## UNION BANK OF CANADA

Established 1865

HEAD OFFICE WINNIPEG  
Paid-up Capital ..... \$ 5,000,000  
Reserve Fund ..... 3,400,000  
Total Assets, over ..... 90,000,000

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This bank, having over 315 branches in Canada, extending from Halifax to Prince Rupert, offers excellent facilities for the transaction of every description of banking business. It has correspondents in all cities of importance throughout Canada, the United States, the Continent of Europe, and the British Colonies. Collections made in all parts of the Dominion, and returns promptly remitted at lowest rates of exchange.

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REPRESENTING

THE LONDON MUTUAL FIRE INSURANCE CO.

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APPLICATIONS FOR AGENCIES INVITED

## FEED CUTTERS AND POLE SAWS

Are Seasonable Sellers For You

### Hardwood Frame Pole Saws

Made with three 5 x 6 inch pulleys, solid steel shafts and babbitted boxes. Rigidly braced hardwood frame; extra heavy fly wheel. Total weight 325 lbs. Complete mandrels sent separately if required. These saws are sure sellers. Get prices of our quality saw blades.

### Watson's Feed Cutters

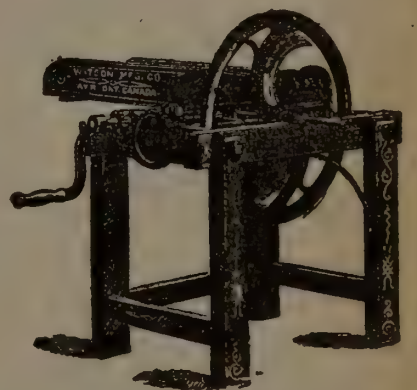
are made for hand, horse, gas or steam power. Supplied in seven styles and sizes, they cut hay, corn or straw perfectly. Capacity from 1/4 to 3 tons per hour. Chain drive; cuts from 1/2 inch to 1 1/4 inches. Knives are of special English tool steel. Every farmer wants one.

*John Watson Mfg. Co.*  
LIMITED

COR. CHAMBERS STREET AND HENRY AVE., WINNIPEG



Our Line leads in Quality and Variety.  
Send for our Latest Catalogue.  
It will pay you.



We Carry a full Stock of Repairs for Moline Plows, Disc Harrows, Mandt Wagons, Manure Spreaders, etc.

## GET THE "DOMINION" AGENCY

IT WILL BRING YOU

Big Profits, Steady Sales  
and Satisfied Customers

HANDLE OUR FAMOUS

"Dominion" and "Goodrich"  
Sewing Machines and  
"Dominion-Reid"  
Cream Separators

You Can Meet All Competition

INVESTIGATE AT ONCE!

The Dominion Sewing Machine Company

50-52 LOMBARD STREET, WINNIPEG



## A SPECIALTY THAT SELLS ALL THE TIME

Lloyd's  
Low-Down  
Spiral Spring  
Wagon Seat

Fits Any Wagon or  
Sleigh Box

The Wagon Loaded

CARRIES 600 LBS.

Going Home

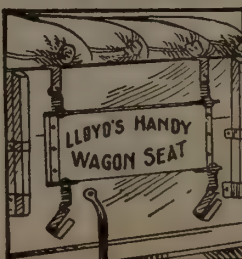
LIGHT, ADAPTABLE, DURABLE, LOW IN PRICE

Takes up no box space. Every farmer is a prospect. Low slung, gives complete control over team. Order your Wagon Boxes without seats, and write us to-day for our prices. It will mean quick sales and easy profits for you.

Wawanesa Wagon Seat Company

Wawanesa

Manitoba





# Cockshutt Lines

## For Fall and Winter

Exhibit these goods in your showroom and secure the business.  
They will stimulate sales in other lines

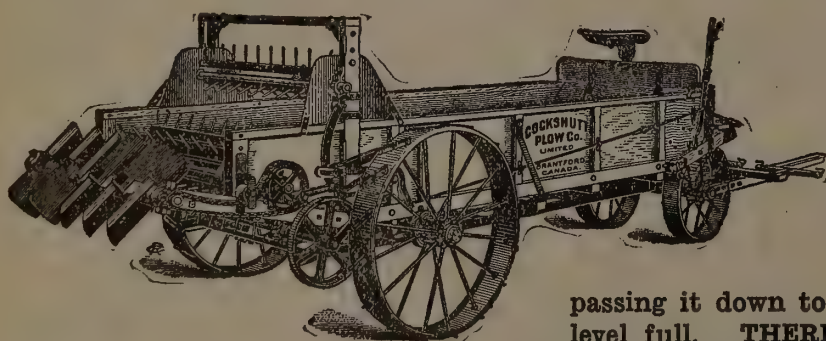
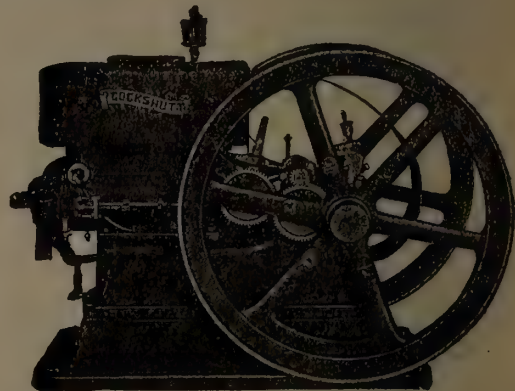


### Cockshutt Grain Grinders Do Perfect Work

The plates are flexible--insuring burrs that run true and even. All grinders are fitted with ball bearings--giving economy of power and long life to the machine. Cockshutt grinders are made in 6 inch, 8 inch, 10 inch, 11 inch, 13 inch and 15 inch sizes, with all the necessary plates and equipment for handling any kind of grinding.

### Cockshutt Gas and Gasoline Engines

Every farmer should have a Cockshutt Engine--the number of chores to which it can be adapted is unlimited. There is a size and style to suit every requirement--whether it be 1½ H.P. or 20 H.P.--and all guaranteed to develop more than the rated horse power.



### The New Cockshutt Low-Lift Spreader

The NEW COCKSHUTT LOW LIFT SPREADER has THREE cylinders. The load can be piled as high as it will stay on, greatly INCREASING THE CAPACITY. The top cylinder takes care of all the load above the level of the box sides, levelling it off and passing it down to the lower cylinder which only has to handle the box level full. THERE IS NO CHOKING or THROWING THE MANURE OVER IN BUNCHES. It is thoroughly shredded and passed out to the

third cylinder or distributor which revolves very fast and not only pulverizes but spreads it two feet WIDER THAN THE WHEEL TRACKS.

All heavy aprons, gears, toggle and surplus weight have been eliminated and a "strong simple conveyor," "light chain drive," and "channel steel frame" have been substituted, making the lightest draft spreader on the market.

*Give the COCKSHUTT LINE a chance to help YOU do BIGGER BUSINESS. It will meet all the demands of your trade for Spring, Summer, Fall and Winter. Sell a man a Cockshutt Plow and he is sure to come back shortly for something else.*

# COCKSHUTT PLOW CO., LIMITED

WINNIPEG

REGINA

CALGARY

SASKATOON



# CANADIAN FARM IMPLEMENTS

Vol. XII., No. 10

WINNIPEG, CANADA, OCTOBER 1916.

SUBSCRIPTION PRICE IN CANADA { Per Year, \$1.00  
Per Copy, 10c.

## DEVELOPING A SERVICE STATION IN THE STORE

Every implement dealer is an economic part of the necessary distribution system for the equipping of our Canadian farms with modern, up-to-date machinery and implements. But, one may ask, "What is distribution?" Roughly, distribution may be said to be the placing of the finished product in the hands of the person who has use for it, and who has money to pay for it. Goods are not really sold until they reach the ultimate user; no sale is a good sale unless the article satisfies its owner by doing satisfactorily the work for which it is designed. We cannot look at the distribution system from the standpoint of either the manufacturer, the dealer or the farmer, for we are apt to reach conclusions more or less prejudiced and narrow. Every person, no matter in what business he may be engaged, should be of service to the community in which he lives. If he is not of real service then he becomes an undesirable citizen.

### What is Service?

"Service is the best system of advertising that an implement dealer can use," said a West Canadian dealer at an association convention. True, service is a good advertisement for a store, but other advertising is necessary as well. Service begins at the factory. Some mechanical genius has a vision and wants to be of service. Through his genius he designs farm machinery and implements for the use of the farmer. Other men who command financial support organize manufacturing concerns, build factories and purchase raw materials in immense quantities. These materials they transform into machinery for the farmer. But the farmer and the manufacturer are too far apart to do business satisfactorily with each other. As a connecting link, we have the dealer, the medium through which the factory can sell its product and the farmer buy what he needs.

Every farm community must have a purchasing agent to buy its farm machinery from the factory or the wholesaler. How can this be done most efficiently and satisfactorily, and so as to give the consumer the greatest service? There are three methods of buying that are being tried out at the present time.

(1) The implement dealer, which is an established custom.

(2) Collective buying by farmers through stock, mutual or co-operative organizations--farmers' unions.

(3) Mail order or direct buying, either from factories or from agents for factories.

It seems evident that all these methods are here to stay in some form or another. Each must recognize the other as a legitimate competitor. And the implement dealer—the established route for machinery distribution—must base his future success largely on the service he gives; and in the giving of efficient service he has opportunities which the other two methods of distribution never had, and never will have!

### First Aid to the Injured

Nowadays other features than mechanical construction are brought into play to turn the sales. There are so many good makes of every implement and machine on the market, and factories have so great capacity, that other elements than quality goods and maximum production must be considered by the dealer.

And the thing that turns the trick is called "SERVICE."

The buyer wants to buy that piece of machinery, whether it be an automobile, a tractor, gasoline engine or what not, from that concern which is so organized as to be able to render "first aid to the injured" if any mechanical difficulties are encountered. The ability to get repair parts, or broken parts mended means much to the user of any more or less complicated machine. The bigger concerns are getting big-

ger because they have the resources and the organizations that will permit of the establishment of service stations.

We recollect a case in point: In a southern Saskatchewan town, in front of the biggest implement house, stood an automobile. It was six o'clock and the bell on the local "city hall" was clanging out the story of "quitting time." An engine expert was sitting on the sidewalk in front of the store showing a lumber man how the Allies should proceed in their advance on the Western front! All at once the manager emerged from the store and yelled, "Say, Jim!"

"Hello," replied the engine expert.

"You know Knutson's place, seven miles north? He has just phoned in that there is something wrong with the threshing outfit we sold him last week. Get in the car and hike out as quick as you can. He's in a hurry to get it going right."

"But I gotta pitch against Gull Lake to-night"—began the engine man, who was a baseball enthusiast on the side.

"Pitch nothing," snapped the boss. "Baseball can wait. I'm building this business and paying you good money because I give my customers service. Beat it, Jim!"

Realizing the futility of argument, the youth cranked up the car, got in and shot away up the street.

"Quick work," we remarked to the implement dealer. "It's got to be," said he, "competition these days is too darned keen in this district to let a customer get peeved so long as you'd notice it. Whatever else the goods we sell mean to the farmer, I'm going to make him realize that we throw in efficient service with them."

And, as we wended our way to the depot, it seemed a safe thought that that particular implement business would outclass any sort of competition it might meet locally.

The reliable dealer will always have on hand repairs for the machine he is selling. Every machine is liable to have a broken part some time, and generally the break comes at an exceedingly busy time. Often delay of even a day in getting repairs will mean the loss of a considerable sum. Farmers in buying any kind of machinery usually consider, among other things, how readily repairs may be obtained.

New machines and new ideas are coming to the attention of the farmer all the time; some of these machines are good and can be of economic use and value, while others are sometimes the wild ideas of someone trying to exploit a scheme for a short time, get the money and quit the business. The up-to-date dealer will make it his business to keep in close touch with all the new ideas in farm machinery and be able to judge, to a large extent at least, what machines are best adapted to conditions in his vicinity. The right kind of man will never try to sell a farmer a machine that will not render the service for which it is sold.

### The "Service Expert"

The man who was in the past called a retail implement dealer can hardly be classified under that term at the present day. Naturally the basis of his business always has been—and, possibly, always will be—the sale of those staple lines of farm machinery that are so standardized and so simply constructed that there are no demands for service other than the obtaining of repair parts.

But consider the implement dealer of to-day who handles also a complete line of power machinery—light and heavy tractors, gasoline engines, threshing machines, windmills, automobiles, trailers, manure spreaders, washing machines, and so on.

The question arises, can a retail implement dealer do a large enough volume of business in the power machinery lines to justify



his establishing and advertising a "service department" in the true sense of the word.

It is not unreasonable to predict that service stations will be established much more frequently than at large distributing centers as to-day, and that every farm machinery dealer will eventually be compelled to establish a service station.

As various lines of power machinery get more thickly distributed upon the farms in the country and new machines become older and require rebuilding or repairing, there is going to be a big business for the dealers who have service stations in connection with their business, who are equipped to handle repair work on a liberal scale.

We know an implement dealer who conducts a successful automobile business in connection with his farm machinery lines. He has a garage, repair and blacksmith shop in connection with his store, and conducts a general automobile repair and machinist business. He keeps a blacksmith and two good mechanics. He found that during the dull days of winter he could get farmers to bring in their threshing outfits for a general overhaul by his mechanics. Having overhauled a few threshing outfits for nearby farmers, other farmers have since brought in their thresher outfits each year to be overhauled. In the shop his mechanics are also called upon to practically rebuild gasoline engines which would otherwise have been discarded.

#### Building Business on Service

There was another man who we talked to. His story is worth retelling. Seated in his store office, we asked him how he managed to get his business into so flourishing a condition. What he said was roughly something like this:

"Five years ago, when I took over this business, my friends told me I was buying a business coffin. My predecessor found it to be a losing venture. He got out in time to save himself being sold out! When I bought I was supposed to buy store, stock and goodwill. As a matter of fact, I bought nothing but a mighty poor stock, and the goodwill of the business was mostly badwill! There had been too much of the policy of selling cheap goods and of trying to stock a number of competing lines of the same machines.

"I had to change the badwill into real goodwill, and the only way to do this was, first, to handle goods in which I, myself,

had confidence, and so could create confidence in the minds of my customers; second, to get so well acquainted with my customers and their needs, present and future, that I should always have in stock just the thing that each man needed and at the time when he needed it.

"I found it impossible to get any perspective of my territory while waiting on customers, talking to salesmen, supervising the help, checking up orders, and so on. So I formed the habit of devoting at least an hour daily to a careful study of how I could increase my business by increasing my service to the farmers of the community. I found a host of good suggestions in the various trade journals, and I used them in a great many cases. Let me take, as an instance, the case of manure spreaders."

He picked up an order from his desk. "Here," he said, "is an order for a spreader. This gives me the greatest pleasure. To me it means orders for ten or twelve manure spreaders, with proper handling. But to sell the first needed work.

"I began my campaign in a general way, talking to almost all of the farmers who live south of the town. I did not want any man to feel I'd picked him out in particular. They are all old-timers, and naturally think that they don't need any help in running their farms. I finally concentrated on about twenty-five farmers, and for the past three months I have sent them a message about spreaders every week. I also got a soil expert from the college to lecture on soils and soil building. He talked to the farmers good and plenty on the amount of plant food required by certain crops, and the amount of fertility taken out of the soil by grains, and so on. I applied to the manufacturers of the spreader that I sell for all the information he could give me about the use of the spreader on the kind of soil we have locally. I didn't approach the farmers personally. If they came in to talk spreaders—well and good. In half an hour to-day I sold this spreader—after six months' preparation. And I'll see that the spreader gives him the greatest service and satisfaction. If he finds it gives these things, I will yet cash in on my spreader campaign.

"And I advertise my goods systematically, always featuring strongly the service side of the question. Farmers who read my binder engine advertisements talked with the men who bought engines from me last year, and

decided to buy. So I did a fine business in these, only I started my campaign a little late. In 1917 I'll talk to them a month earlier."

#### Mobilizing the Store Forces

And so on, this dealer talked for half an hour. Practically every phase of his business he covered in review. He seemed to plan always for future effort and arrangement. The advertising for the next week was planned. The next night it would be prepared for the local printer. Business in the hardware line, in harness, in repairs, in vehicles, all came up for consideration. When the dealer left his desk, he had reviewed the business of the day thoroughly in its relations to both past and future, his plans for the next day were made, he was in complete command of the forces of his business.

It seemed to the writer that whatever else that man was doing, he was making his store a first-class reputation locally for efficient service!

The dealer who can best demonstrate that he is an intelligent, economic part of the farm machinery distribution system will find that service is his greatest asset. We are doing business in an age when the buffalo is a memory, consequently we can't expect to get business if we adopt the methods in vogue in the pioneer days of this country.

#### In the Years Ahead

It will be interesting to note how extensive the service phase in implement retailing will become in the next decade. Tractors, engines, automobiles, combination threshing outfits, manure spreaders, silos and ensilage cutters—these and many more lines will be sold in steadily increasing numbers. They will be wearing out from year to year and somebody will have to be able to do the repair work. If it be the old-time implement dealer who conducts this service station, it will be to him that farmers will come to buy new machines as well as to have the old ones repaired.

The dealer can help the farmer by co-operating to bring about the standardization of all lines of implements and vehicles so that the farmer can buy reliable machines in standard sizes and regular equipment and thus always be able to get repairs more promptly. It means the elimination of unnecessary styles and sizes. One well-known manufacturer in standardizing his wagons has cut out 100 different sizes of wheels, consequently carries that many less in his warehouses. This is simply service.

Anything that you do in your business to increase your service to the customer is, in the end, going to help your store.

Of course, you know that there are all kinds of implement dealers, just as there are all kinds of business men in other lines; some have very good business qualifications; some, moderately good; some, poor; some, very poor; and there are others that as you look over their shiftless looking establishments and observe their unsystematic methods of doing what they seem to regard as business, you find yourself wondering how they ever manage to retain a customer, and how they ever find out whether they have or have not made a dollar during the season.

But, in the ultimate, you will find that the man who develops the service side of his business is the man who finds that there can be both bread, butter and as many luxuries as any of us require, in the retail implement business.

#### Convention of Dealers' Associations

The National Federation of Implement & Vehicle Dealers' Associations, embracing delegates from all the retail implement associations in the United States, will be held in the Hotel Sherman, Chicago, on October 11, 12 and 13. This will be the seventh annual convention of the associations, and, as in past years, a conference will be held between the dealers and representatives of the manufacturers' body—the National Implement and Vehicle Association. Each constituent dealers' association is requested by President P. T. Rathbun to endeavor to send a full quota of delegates, that is, one delegate for each one hundred members. It is expected that over one hundred delegates from the various associations will be present.

Annually the Federation Convention has been marked by the many pertinent addresses given, while it has invariably demonstrated the benefits which accrue to the retail trade through the formation of strong associations. While the subjects covered will be naturally wide in scope, considerable attention will be given to the following:

Advance in prices.

The necessity for getting the repair business back to a stable basis.

Securing for dealers an adequate commission on repairs.

National legislation.



### The Dealer and Tractor Demonstrations

In a recent communication to the trade press, the International Harvester Co. points out in a very pertinent manner, the benefits which tractor demonstrations bring to the farm machinery dealer. The following suggestions are worthy the consideration of every dealer:

"Supposing the farmer who has attended a tractor demonstration returns to his community in which there are two or three tractor dealers. These dealers may handle the two or three leading lines in which the farmer found interest to be centering at the demonstrations. Which one of these two or three dealers will get this farmer's order? That dealer who can take up the farmer's education at the point at which it stopped at the demonstration, who has a sample on his floor that he can show the farmer, and who can finally cash in on the interest which has already been created in the farmer's mind. These demonstrations will be of great benefit to the tractor dealers of this country, provided the tractor dealer has energy and business acumen enough to get a sample on his floor and to develop with a will the interest which has already been started in his prospects' minds. By doing so he can maintain the tractor trade.

"If every tractor dealer would go out now and get the tractor business that is waiting for him he will help to make worth while the great educational work done by these demonstrations. The dealer is the man who can profit most by tractor demonstrations, and it is for him to decide whether he will profit or not.

"We do not mean that this prospective business should be pursued next spring, but we mean it should be started this fall and pushed forward through the winter months. If the dealer will only follow it up in the right way tractors can be sold and delivered this fall and winter. The tractor can pay its way doing winter

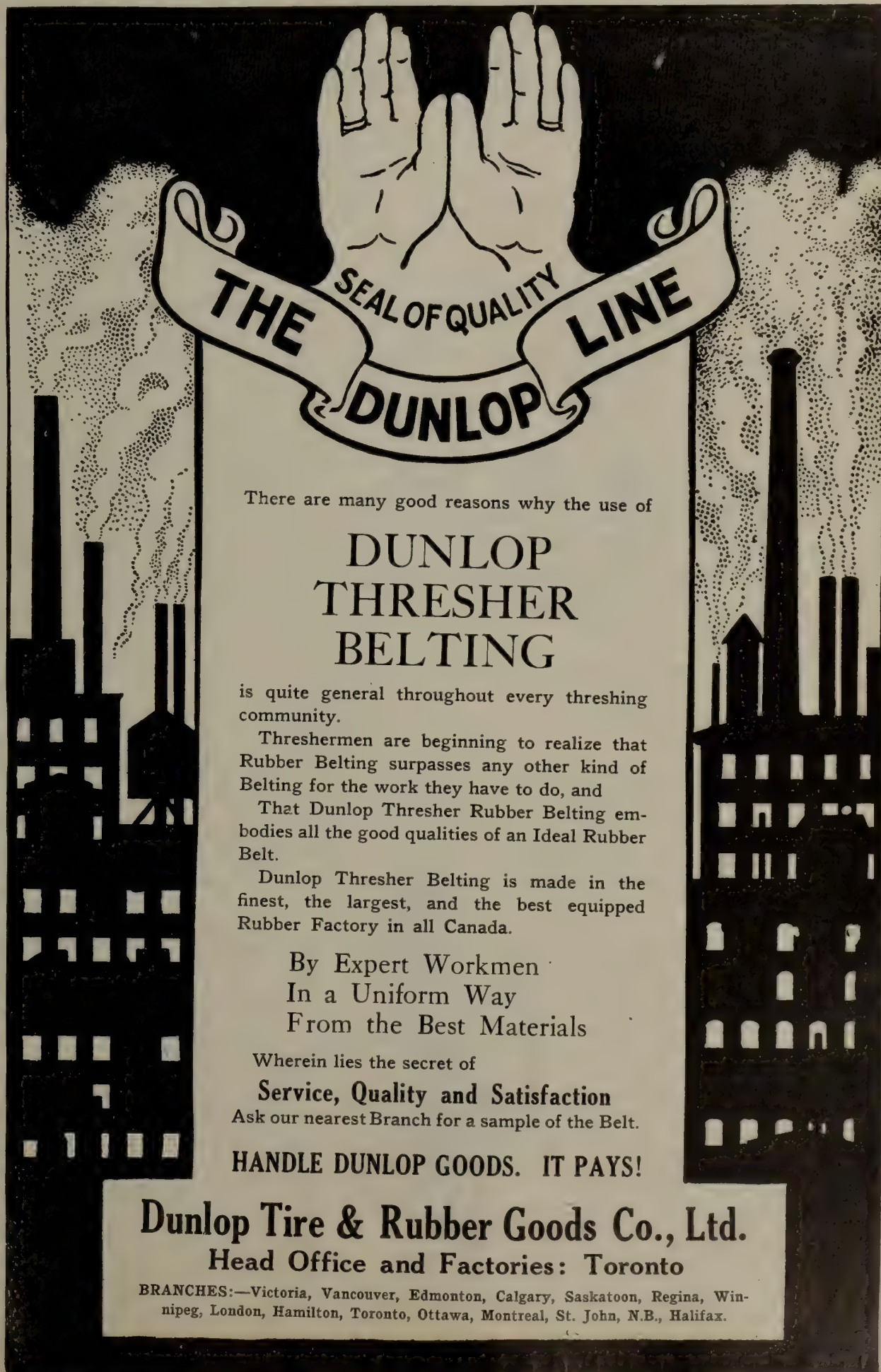
work and the farmer should be equipped with tractor power and thoroughly familiar with its use by the time the first plowing day comes next spring. Show your customers the many things they can do with a tractor this winter and teach them to take advantage of the winter season to learn tractor farming for themselves. It will help you make sales.

### The Light-Weight Tractor

Tractors have changed from the old monster sized type to a type almost too small for handling a lot of the machinery on larger farms. Any of the tractors to-day are just as easy to operate as a simple automobile.

Injury to the soil and crops by the heavy steam tractors of a past

generation have had much to do with retarding the introduction of the gasoline tractor. Modern designers of the present day machine seeking to avoid those difficulties have evolved a light weight machine calculated to develop the necessary power but not so heavy as to prove injurious to the soil or the crops. Such a machine will be popular.



There are many good reasons why the use of

## DUNLOP THRESHER BELTING

is quite general throughout every threshing community.

Threshermen are beginning to realize that Rubber Belting surpasses any other kind of Belting for the work they have to do, and

That Dunlop Thresher Rubber Belting embodies all the good qualities of an Ideal Rubber Belt.

Dunlop Thresher Belting is made in the finest, the largest, and the best equipped Rubber Factory in all Canada.

By Expert Workmen  
In a Uniform Way  
From the Best Materials

Wherein lies the secret of  
**Service, Quality and Satisfaction**  
Ask our nearest Branch for a sample of the Belt.

**HANDLE DUNLOP GOODS. IT PAYS!**

## Dunlop Tire & Rubber Goods Co., Ltd.

Head Office and Factories: Toronto

BRANCHES:—Victoria, Vancouver, Edmonton, Calgary, Saskatoon, Regina, Winnipeg, London, Hamilton, Toronto, Ottawa, Montreal, St. John, N.B., Halifax.



PHONE GARRY 1600

OUR ENGRAVINGS  
SPEAK  
FOR  
THEMSELVES

**STOVEL CO. LTD.**  
WINNIPEG, MAN.



# SHARPLES

## Over a Million Users!

P. M. Sharples made the first separator in America (38 years ago). Sharples has been the foremost and highest-class American separator ever since. Sharples Separator factories are the largest and longest-established in America. Sharples machines are found in every dairying country in the world. The reason for this popularity is that the Sharples Separators have invaluable patented advantages found on no other make.

Farmers want a separator that will get *all* of the cream, even when the separator is turned too slow. *We have that machine.* You will profit by selling it to your customers.

## SHARPLES SUCTION-FEED CREAM SEPARATOR

- is the *only* separator that will skim clean at widely varying speeds.
- is the *only* separator that will give even cream at all speeds.
- is the *only* separator that will skim milk quicker when turned faster.
- is the *only* separator with just one piece in the bowl—no discs to clean.
- is the *only* separator with knee-low supply tank.

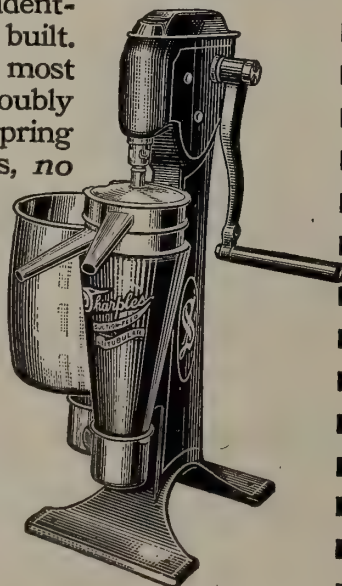
The Sharples is as near accident-proof as any separator can be built. Only one-half as many parts as most separators and each part is doubly well made. Sharples has *no* spring neck bearing, *no* discs or blades, *no* oil cups or oil holes. Many a Sharples Separator has not cost one dollar for repairs in 15 years. Does that mean customer-satisfaction? It does!

The "square deal" contract, the liberal commissions, the national advertising and mailing campaigns reaching *your* customers, our organization of road men, who give you prompt, expert assistance in selling and installation—all are strong reasons why you should hitch up with Sharples. Send for dealer contract, to-day!

**Sharples Separator Co. - West Chester, Pa.**

Also Sharples Milkers and Gasoline Engines.

Branches: Chicago San Francisco Portland Toronto



### Even Cream Most Profitable

Thin cream not only causes needless loss of skim milk, which should be fed to the stock at home, but it increases the cost of operating the factory. In many sections creameries are co-operative, owned by the farmers themselves. So this loss, too, comes right out of the farmers' pocket-books. Besides, more butter fat is lost in the buttermilk, when thin cream is churned. Finally, the quality of the butter is impaired and such butter brings a lower price when shipped to market. In fact, there isn't a single good thing to be said for the practice of shipping thin or uneven cream. Yet this practice is all too common.

In view of these facts, a recently published statement of Prof. C. Larsen, of the South Dakota Agricultural College, is of especial interest to almost every farmer who keeps cows.

"As much as 50 per cent variation in the richness of cream," said Prof. Larsen, "may be obtained by variation in speed of operating the separator. If the normal speed is 55 turns of the crank per minute, 75 turns will bring rich cream and 25 turns will bring thin cream.

"A great deal of fat is lost in the skim milk when the separator has been run too slowly. This demonstrates the fact that there is only one speed for economical operation of the separator, and that is the right speed."

### The Pure-Bred Cow

A pure-bred cow is a cow that has sire and dam recorded, with number and pedigree, in the herd book of her particular breed. This cow is eligible upon payment of a small sum to have her name, those of her sire and dam, date of birth, the name and address of her breeder, placed in the herd book. When the name is entered in registry the cow is given a serial number which follows the name when written and a certificate of registration is issued her owner.

The term "thoroughbred" is frequently and erroneously used as synonymous with "pure-bred." Thoroughbred is a running horse. It is a specific name, just as Percheron, and its use in connection with any other breed of live stock is incorrect.

A grade cow is a cow which has fifty or more per cent of the blood of one breed. For example, the offspring of a pure-bred Holstein bull and a cow of mixed breeding.

A scrub cow is a cow of mixed

breeding, no one blood predominating—that is, less than fifty per cent.

A high-grade cow is a cow resulting from several successive crosses. Starting with a scrub cow, after five successive pure-bred crosses, the offspring would be thirty-one thirty-seconds pure and would be termed "high-grade." In some horse registration books such an animal is eligible to registry, but with cattle such is not the case. These high-grades, although practically the equivalent of pure-breds, lack the prepotency and the ability of the latter to transmit to their offspring uniformity of type and performance. Herein lies a difference in cash value.

There are two chief sources of revenue from a herd of dairy cattle, namely, milk production and sale of cattle for breeding purposes. Of these two, the first is by far the more important, milk production being the ultimate use of all dairy cows. It is true that many breeders make very good profits rearing cattle to sell for breeding purposes alone, paying very little attention to the sale of the dairy produce of their herd. However, considering the large number of dairymen who supply the milk consumers of our large cities, the creameries, the condenseries and the ice cream factories, the cattle breeding industry is a mere drop in the bucket as compared to that of milk production.

The sphere of the grade dairy cow is confined to milk production. Her whole value is measured by her performance at the pail. With the pure-bred cow this is not true. Besides her value as a milk producer, this pure-bred cow is capable of producing a calf for which there is usually a ready market at a price four or more times as great as the price commanded by the calf from a grade cow of apparently equal quality.

### Utilizing the Skim Milk

The advantages of the cream separator on the farm are so well known that it does not require any explanation in these columns, but any who are not familiar with the saving in dollars and cents per cow, should immediately familiarize themselves with that knowledge so that they can impart the good word to every one of their customers. But in this connection we cannot help but emphasize the fact that dealers do not bring to bear upon their customers the immense value of feeding skim milk, which is still warm with the animal heat in it, to their young stock. This has been demon-



strated repeatedly at our good agricultural colleges, that the young stock thrive better the first year or two that are fed this by-product, and it is generally considered by physicians that skim milk is by far the best thing for growing children. A volume could be written on this one subject alone.

If you are selling a separator, or, if you anticipate selling separators, the first thing to consider is the separator itself. The thing of greatest importance is the closeness with which a separator will skim. The manufacturer who guarantees his machine to skim so as not to lose over one-hundredth part of one per cent is the machine for you to buy. Of course, nearly every centrifugal separator will skim and take out practically all the cream from the milk, but the difference of a fraction of a per cent on a large or small herd of cows makes considerable difference at the end of the year, therefore sell the separator which will skim the closest.

### Cleanliness and Dairy Equipment

In the Canadian West the attention of progressive farmers is steadily turning to the possibilities that lie in dairy farming. They are largely influenced by the farm journals, and by the various departments of agriculture, which year in year out steadily advise the value of the mixed farming idea in contrast with the inevitable result that follows continuous grain raising. West Canadian farmers are learning that dairy farming is perhaps the most profitable branch of agriculture, and that rightly conducted, a dairy farm holds a fat living, and more, for any man.

Within the last decade, especially, the "sanitary idea" has risen in all its might and right. People talk eternally of making and keeping things "sanitary," whereas they weren't so fussy a few years ago. The doctors are teaching them that germs lurk everywhere and that they take particular delight in lurking in milk, butter and such articles of food.

And it has brought about great good. With all due respect to our immediate and remote forebears, people are much cleaner and more particular about how they live and what they eat than they ever were before in the history of this turbulent little planet of ours. They will not tolerate food that is at all questionable as to reputation. This applies to victuals of all kinds, but it applies with extra emphasis to products of the dairy farm.

One of the demands of the day, then, is that the dairy farm shall be properly equipped. This is of interest to every implement dealer in the Canadian West. But not only the farm must have the right equipment, but the dairy barn, the home of her ladyship the cow, must be equipped with all the devices offered to conserve sanitation and labor. These include carriers of all kinds for litter, hay and other feed; door hangers, carrier tracks, stalls, stanchions, hoists, etc.

The implement dealer who realizes the opportunity for profit that lies in these articles is not only fortunate, but intelligent. If the market does not appear to be there, he can do much that will help create a market, although, unless the district in which the dealer does business is very backward

indeed, the demand for such articles exists, whether it appears on the surface or not. Barn equipment constitutes a fertile mercantile field for the implement dealer, and his chance to help forward a great sanitary movement and earn a legitimate profit at the same time should increase his zeal accordingly.

### Handling New Lines

The average implement dealer stocks and pushes certain lines which he finds a fairly steady sale—such lines being regarded as staple. Still, with the steady development and improvement of implements the dealer can look around and find that he has many untouched opportunities which will often be found of use in starting a new and profitable line of business.

Specialized farming brings out many of those lines—the farmer has his needs, the manufacturer supplies them and the implement dealer who looks at the question from both sides can get into a position to profit by the resulting business. Often times the first sale of a new article is the hardest to make—but the first sale made invariably leads to others. The more lines a dealer can place in his community the more value he is to the district, and the more trade will wend its way to his place of business.



**London "Handy" Concrete Mixer**  
Pays for itself in fifteen days' use. It mixes any kind of concrete or mortar. Send for catalog No. 1K. London Concrete Machinery Co., Dept. K., London, Ontario. World's Largest Manufacturers of Concrete Machinery.

*Right Now*  
you need a  
**DE LAVAL**  
CREAM SEPARATOR

1st—If you are still using some gravity or settling process of creaming—

**DE LAVAL**  
O.K'd by nearly two million

Give her good silage and she'll give you big PROFITS

YOU cannot expect your cows to produce a large flow of milk if you keep them on dry feed. Give them rich, juicy silage during the winter, when dairy products are bringing the best price, and they will give a large steady flow of milk. The farmer who feeds silage gets the biggest profits because he is using the cheapest producing feed known.

The milk in the pail the cow kicks over is lost forever

AND the butter-fat that goes into the can through the skum-milk is lost as the milk in the pail the cow kicked over is lost. If you are trying to get along without a cream separator, or with an out-machete, you are losing money.

"My ALPHA is the most reliable worker and best helper on my farm"

ANY farmer who is using this engine is absolutely satisfied.

Now is the time you would appreciate an IDEAL GREEN FEED SILO

RIGHT now, when dairy products are bringing their highest prices, you would be making an extra good profit from your cows if you were feeding silage. Try fodder and hay cannot produce anywhere near the amount of milk that is produced by feeding rich, juicy silage.

98% Of the World's Creameries Separate their cream with a **DE LAVAL**

TEN YEARS AGO THERE WERE A DOZEN DIFFERENT MAKES of creamery or factory separators in use. Today over 98 per cent of the world's creameries use De Laval Separators exclusively. IT MEANS A DIFFERENCE OF SEVERAL THOUSAND DOLLARS a year whether a De Laval or some other make of separator is used in a creamery.

EXACTLY THE SAME DIFFERENCES EXIST ON A SMALLER scale in the use of farm separators.

**Alpha Gas Engine**

This engine will pay for itself quickest

BECAUSE of its low fuel cost and exceptional freedom from expensive repairs, the Alpha will pay for itself on your farm in the shortest time. You will get greater and quicker returns for less money. You may be able to buy an engine for less money than you can an Alpha, but that should not always be your consideration in selecting an engine. You should always consider the service you will get from the engine. Keeping in mind the service you will get as much as the price, the Alpha will give you as much for as little.

Prepare Now to Get More Profit from Your Cows

Place Your Order at Once for an Ideal Green Feed Silo

Larger milk profits are sure to follow the erection of a Green Feed Silo. The best authorities increase milk flow about 25 per cent per cow.

## These advertisements are telling their story to your customers

IN most of the prominent farm papers in Canada, you will find one or two of these advertisements appearing each week. They are going to the people to whom you sell goods, telling them of the many advantages of the De Laval line of dairy supplies, cream separators, engines, silos, and all other dairy apparatus.

This advertising is creating business. It is making sales easier for the man who sells the De Laval line. It has been truly said that goods well advertised are half sold.

You will find the De Laval line easiest to sell, and therefore the most profitable, because it is well known, and but little effort is required to close the sale. Of course, back of this advertising is the De Laval prestige, built up through many years of satisfactory service to De Laval users.

Don't you think it would pay you to tie your store up to this advertising and get the full benefit of it by putting out the De Laval sign announcing that you are the agent for the De Laval line? Your reputation among the people in your locality, and the reputation of the De Laval Company, will surely make a winning combination that will get the business for you.

We shall be glad to have your application for an agency, and send you a complete description of our various lines.

## De Laval Dairy Supply Company, Ltd.

Largest Manufacturers of Dairy Supplies in Canada

Winnipeg

Vancouver

Montreal

Peterboro



## The Mailing List and Its Uses

We will take it for granted that practically every implement dealer has a mailing list of some sort covering the customers in his natural trade territory. But the majority of lists do not cover the available number of prospective customers who are potential assets of the store, nor do they give the details essential to a well-compiled record of customers and prospective customers. A good mailing list should cover all present and possible customers in your community, with proper divisions and subdivisions, according to the lines in which the individual is interested.

### Three Main Divisions

A mailing list should be made up of three classes of names:

Present customers, past customers and possible customers.

The names should be carefully typewritten on cards. In order to divide your list into the three classes considered, you should use cards of three colors. These will help you to avoid sending your communications to the wrong man. In following this method, when a name changes from one class to another, such as a possible customer becoming

a present one, re-write the name on its new color card. Do not try to save trouble by putting some mark on the old card.

Assuming that we now have the names written and arranged as above-mentioned, we will apply the methods by which we hope to increase sales. We must increase sales to old customers, bring back those who have left us, and get new customers. The methods which have been found most desirable in accomplishing this object are:

Personal letters, form letters, catalogs, and circulars.

### Personal Letters

In writing a man personal letters, be persistent but don't nag! Do not ask why he does not buy your goods, or why he stopped buying them. Do not tell him that all intelligent farmers buy your particular machines. All these suggestions breed antagonism.

Your list of present customers is most important and should receive just attention. They are supporting your business and must be retained. Take care of the old customers; it's easy enough to get new ones. When

writing a man personally on any line of goods, call his attention to some feature in which your store leads. It may be that you have the sole agency for a certain type of machine. Point this out to him. Do not brag, but state that he may be pleased to hear that you have succeeded in doing so and so, and that perhaps in the near future you will bring out this or that new device, which, when ready, you will be pleased to tell them about.

### New Literature

Use to the fullest degree new publicity-matter which is being produced by the companies whose goods you handle. If they produce some new pamphlet, bulletin or catalog, be sure to send them a list of the names and addresses of your customers to which the goods addressed will appeal. The fact that a man is on the market for a new engine or a new cream separator should be recorded on your list—on the particular card assigned to him. When the company sends the man the new literature, write him a personal letter saying that you have the goods on hand and would be pleased if he called in and looked them over.

### An Antidote for Competition

All present customers should receive every new circular which you bring out, pertaining to new lines you handle, also all prospective customers. Your competitors are constantly on the alert to get trade away from you. The fact of being informed that you are handling even something he does not want means that through the farmer's mind will pass the thought: "The people from whom I am now buying are good, live people," and he is not as apt to change over to the new man as though he had heard nothing from you.

### The Prospective Customer

It is possible to do business with people whom you know, and who know you. But it is impossible to do business with people whom you do not know, and who do not know you.

It is absolutely necessary that you should work on your prospect list diligently, as you must get new customers to increase your business.

However much it may cost to write personal letters, they are excellent things to send out. It will pay you to sit down and dictate letters all day, changing them to fit the case, making them personal, that is, in a business way, not intimate. And here again be warned against asking a man why he does not buy from you. In most cases there is no

good reason. Perhaps some "other fellow's" salesman was a good talker; perhaps the "other fellow" with the mailing list has done better work than you. But this is not the reason your possible customer will give. He will make up some reason which will be a good one, once put down. You will then have a real and substantial difficulty to overcome.

Don't tell him that the reason why he does not buy your goods is that he probably does not know about them. Write him a plain letter calling attention to the machinery you have, and offering definite suggestions as to the use of your implements. You can probably write a form letter that is not too specific—more of a general character—which, in a general way, will apply to every possible customer, but the individual letter pays best.

### The Lost Customer

Correspondence with the lost customer is most interesting and calls for the greatest diplomacy. The man with the mailing list should always have in his head the idea: "How many of these people can I get back during the next twelve months?" First you must find out exactly why these farmers left your store, why you lost them. Know this and then forget it, that is do not irritate an old sore by harping on it in your letters to lost customers. Possibly you did not keep your lines as well advertised as you should. In this case your chances of getting back the customer are very good. If, however, there is a real reason, remember that you may have been wrong.

Lost customers should receive personal letters from you, but not too often. It may irritate them. Give them a little rest; then go at them carefully. Perhaps in your letter you can refer to some pleasant incident that may have occurred during the time that you were doing business together.

Send them literature on the lines you are handling, with a form letter suggesting that you feel they would be interested to know of the latest machinery developments in the market. Flatter them a little by suggesting that they are the type of farmer who wants to know what is latest in labor-saving machinery. In many ways a series of tactful letters will help to draw the lost customer back to your store. These passing thoughts on the ways in which your mailing list can be used may be an incentive to you to use it more fully in the future, and to increase your business by its use.

## "LION BRAND" RUBBER Endless Thresher Belts

*"The Best Belts for Best Service"*

The popularity of "Lion Brand" Endless Rubber Belts is maintained year after year, because of their splendid SERVICE. They make good all we claim for them. Honestly, strongly and substantially made of the best materials. Guaranteed perfect in every particular. Sell them and give your customers a thoroughly efficient belt and the certainty of reliable running under the most adverse conditions. The "Lion Brand" is an insurance against all belt troubles.

*"Ask the Man Who Uses Them"*

**Gutta Percha and Rubber, Limited**

Fort William Winnipeg Regina Saskatoon  
Calgary and Edmonton



### Manufacturers Can Get No Concessions from Steel Industry

A special committee appointed by the National Implement & Vehicle Association recently published a report which clearly indicates that the steel interests are in no way prepared to make special concessions as regards the requirements of the farm machinery industry. Further, it is evident that another advance in the price of farm implements will shortly be made. At the time the report by the committee was made public, the price of steel has advanced about 125 per cent since steel was purchased for the manufacture of the machines sold in the spring of this year.

The committee point out that the steel market is being regulated by the law of supply and demand. The exceptional demands for steel from every branch of domestic trade and from all parts of the world, naturally have lead to advanced prices and a stiff market. The manufacturers of machinery can see no hope of early relief in steel prices and present prices of implements and other farm equipment reflect only a partial recognition of the increased and increasing costs of production.

By the above association, it is

suggested that, in view of the certainty of having to pay the present high prices for steel and other materials, manufacturers must figure their costs of production anew on the current market prices for material and labor, basing their selling prices upon these new costs.

The committee frankly state that no concession will be made the implement industry in the question of prices of material, as countless other consumers are willing to pay current market quotations. It is suggested that every publicity be given the fact—especially to the farmer—that at present farm equipment is worth more simply because it costs more to produce. The earning power of up-to-date farm equipment, however, will fully justify purchases as freely as in the past, and the increased price of farm products is naturally offsetting much or all of the increased cost. It is further stated that very few manufacturers have contracted for 1917 steel requirements and those who have done so only for a quantity not exceeding 5,000 tons. It is, says the committee, a time for prudent, deliberate and courageous action on the part of farm machinery producers.

### The Cheapest Pumping Power

The farmer who is not using the windmill as a means of raising water has overlooked the cheapest, most convenient and reliable power for pumping water. The windmill will pump all the water required by the average farmer, and the cost for operating it is practically nothing. How does this compare with from three to fifteen cents an hour? A good windmill run months without a single minute's attention. Windmills are now equipped with bearings which require oiling only once a year, are also equipped with regulating devices, which make them automatic in action.

A large majority of people living in the rural districts do not have water systems. Those that do have them, their system is not up-to-date, more than likely it is some home-constructed affair which causes hundreds of extra steps to be taken each day by the different members of the family. A windmill will save all of these extra steps, the water can be forced to any point in the house, barn, or wherever it is needed.

For an example of drudgery, which only one member of a farmer's family must undergo where there is no water system on the

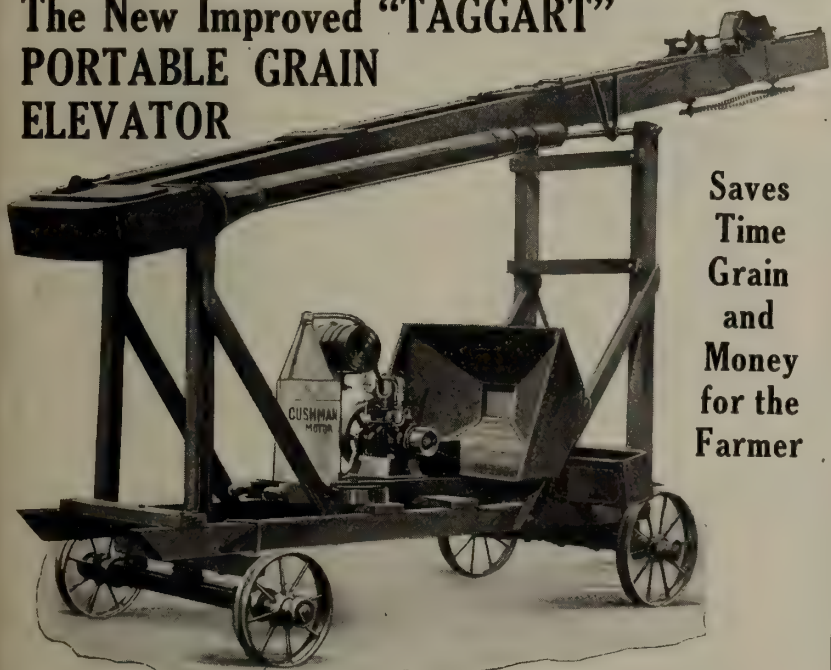
farm, we will take the farmer's wife.

The average farmer's wife every day of her life lifts about 2,000 pounds of water in performing her ordinary household duties, all of which drudgery could be obviated by the outlay of a very small sum of money even on the most isolated farm.

There is no doubt that the dealer handling windmills, pumps, tanks and other accessories which are demanded in building up a complete water system has an unlimited field to work. The dealer who is not taking advantage of a line of windmills with their improved construction and their great usefulness, is losing one of the best lines for increasing his sales and profits. The windmill is becoming, every day, more generally adopted by the rural resident as the "only pumping power."

The dealer should endeavor to convince the farmer that the money spent for a modern water system would be money invested that would bring him 100 per cent profit on his investment yearly in labor-saving, health, comforts, conveniences and as an improvement to his farm in case he wishes to sell.

### The New Improved "TAGGART" PORTABLE GRAIN ELEVATOR



Saves  
Time  
Grain  
and  
Money  
for the  
Farmer

The most economical machine that the dealer can handle. Takes all the back-breaking drudgery away from handling grain. The New Improved "Taggart" gives the greatest efficiency obtainable in grain elevating machinery. Handles 750 bushels per hour with ease, whether at the car or bin. Very reasonable in price.

#### GREAT CAPACITY LOW COST

The New Improved "Taggart" is built throughout of the best materials. Every part carefully machined and assembled. Hopper and conveyor are adjustable; flow of grain is regulated by cut-off slide. Worm conveyor, extra large buckets and flexible spout deliver the load at any angle or height up to 21 feet.

Ask for our Liberal Proposition to Dealers. You can sell this Elevator. Get the Agency NOW.

**Cushman Motor Works of Canada, Ltd.**

Builders of light weight, high grade Gasoline Engines for all Farm Power Work  
289 Princess Street, Winnipeg

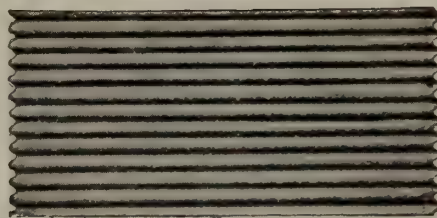
### IMPLEMENT DEALERS!

This is Right In Your Line

Nearly all Implement Sheds are Now Built with

#### CORRUGATED IRON

WHY NOT GET THE BUSINESS?



It Will Not Cost You One Cent to act as our Agent.

We will send Samples

**Free - Prepaid**

and a good line of literature

All Good Barns and Houses have these roofs

Advantages: Fire and Lightning Protection! More Rapid Construction! Very Durable! Never Needs Paint!

Enormous Saving in Lumber on BARNs and IMPLEMENT SHEDS



We Assist You to Get the Orders

This is a nice clean business, and we know you would find a connection with us both pleasant and profitable.

WRITE FOR FULL PARTICULARS AT ONCE

**The Metallic Roofing Co., Limited**

MANUFACTURERS

797 Notre Dame Ave.

WINNIPEG



### A Criticism of Repair Shipments

In a letter to the High River, Alberta, "Times," Ernest Perry, a farmer at Cayley, writes strongly against the delay incident to the delivery of binder repairs. He states that he does not criticize the local dealers, whom he has found very courteous and obliging, but his particular wrath is directed at the implement companies—whether wholesalers or factories, the letter does not say. Ernest lambasts the implement industry this way:

"The only conclusion to draw is that machine companies actually conspire and deliberately refuse to supply repairs promptly in order that farmers will be compelled, they hope, to purchase a new binder or mower as the case may be. For the farmer to have to wait a week or two for delivery of repairs is outrageous, for owing to weather conditions his entire season's crop may be sacrificed, owing to the deliberate system of the machine companies in not supplying repairs to their local agents promptly. Many farmers are now in urgent need of binder repairs, and I feel it my duty to warn them of the fearful and unreasonable shortage of repairs kept in the average local supply store, and of the unsatis-

factory manner in which repairs are being shipped."

While the contentions of this agriculturist may be an extreme case, it must not be forgotten that a great deal of our western legislation derogatory to the implement trade was based on just this question—the availability of repair parts. While the situation in the material market is against the production of repair parts in quantities, it would seem that some attention in this connection is necessary, if only to obviate further condemnation of the implement interests by those who are always ready to make harder the retail sale of implements throughout the Canadian West.

### Rumely Increasing Plant

The Advance-Rumely Thresher Co. is reported to be planning a great extension of operations in the Battle Creek, Mich., plant of the company, starting this fall. A force of 600 men now working at the factory will be increased to 1,500 under the new programme. As soon as the fall inventory is taken the staff will be augmented as outlined.

Co-operation, to be successful, must extend to the customer.

### New Sales Manager for Janesville Machine Co.

The Janesville Machine Co., of Janesville, Wis., recently announced the appointment of S. S. Bean as sales manager of the company. Mr. Bean, whose photograph we reproduce herewith, is recognized as one of the most efficient implement men in the Canadian West, and is well



S. S. BEAN

While in the Canadian West, Mr. Bean held the respect and esteem of the entire trade, as an evidence of which he was elected to various offices—from director to President—of the Winnipeg Wholesale Implement Association. He takes with him to Janesville the hearty good wishes of every man connected with the wholesale implement business in Western Canada. Although in Wisconsin we feel that Seth will hold the happiest memories of his former connection with the implement trade of the Canadian West, and we feel sure that his wide experience and marked executive ability will be of the greatest value to the company which he now serves, and with whose goods he is well acquainted.

### Adapting the Binder to Soft Ground

In many Western districts this year, where binders had to operate on wet ground, various ingenious rigs were produced to meet the exigencies of the case. In Alberta a blacksmith did a good trade in nine-foot diameter wood wheels, some 27 feet round. In this wheel the bull wheel of the binder climbed continually, the large track wheel being kept in place by braces. In other districts the use of low wide-wheeled trucks were resorted to, and with both rigs the binder engine was used with great success.

### A New Automatic Stooker

Application was recently made for the incorporation of a concern to be known as the Bell Automatic Shocker Co., capital stated to be one million dollars. The head of the concern is Harry Bronfman, a wealthy hotel man of Yorkton and Winnipeg, who has hostleries at half a dozen places.

It is claimed that this shocker or stooker has been subjected to exhaustive tests, with satisfactory results. It is the idea of the company to start manufacturing in Winnipeg at an early date. There have been many such machines placed upon the market, but the majority have fallen down in actual practice. If the new machine evades the weaknesses of former models of this type of harvest help, it should have a good demand throughout the West.

That a firm has been in business for forty years is simply a fact and not necessarily a recommendation.

## Prospective Customers are Everywhere FOR THE Warner AUTO TRAILER



### Do You Want Exclusive Territory? If so, Write NOW

Warner High-Speed Trailers carry 1,250 lbs. Track positively over all kinds of roads, and at all speeds. Equipped with best hitch in the market. Designed by A. P. Warner, former builder of Warner Auto-Meters and Warner Timing devices. Guaranteed to give service and satisfaction. You can sell Warner Trailers in YOUR town and territory. Get the Agency for them.

**Warner Mfg. Co. of Canada**  
333 Main Street WINNIPEG, MAN.

known to the Western retail trade. Born in Jackson, Mich.—not so long ago, either—"Seth" was educated in his home town, and first dug into the implement game in the shipping department of the McCormick Harvester Company. In 1892 he left that concern and transferred to the Deering Company, which concern he served until 1894. In that year he became associated with the Empire Drill Co., of Shortsville, N.Y., and Jackson, Mich., acting as company representative in Michigan. In 1903, when the Empire interests were absorbed by the American Seeding Machine Co., Mr. Bean came West to Winnipeg, where he acted as general agent for the latter company in the Canadian West. This position he held with conspicuous success until 1912, when the sale of the American Seeding-Machine lines was placed with the International Harvester Co. of Canada. Mr. Bean then took the position of Regina manager for the Tudhope-Anderson Company, remaining in that Western city for about a year, when he was transferred to the Tudhope-Anderson headquarters in Winnipeg, acting in the capacity of sales manager until his recent appointment with the Janesville organization.



### The Red Badge of Courage

The following is from a Gleichen paper, and certainly sets a high standard of both marksmanship and intrepid spirit. Query: Who held up the horse?

"Wanted a man of great courage to shoot a horse 30 years old. Must be a good shot so as to give the animal no pain. Apply Ellendale Farm, Standard."

### Special Representative for Emerson-Brantingham

F. T. Wright has just returned to Winnipeg from Rockford, Ill., where he concluded arrangements with the Emerson-Brantingham Implement Company to act in conjunction with the Tudhope-Anderson Company to represent the Emerson-Brantingham organization as special representative in the Canadian West for their line. His headquarters will be at Calgary. Correspondence, however, addressed to any branch of the Tudhope-Anderson Company will reach him as he will be covering the entire territory.

Such satisfactory arrangements have been made for 1917 that the Tudhope-Anderson Co., with the assistance of Mr. Wright, will, during the coming season, be in a position to take care of all ob-

tainable trade for the old reliable Emerson-Brantingham line, to which many new features have been added. Dealers have known this line for years, and will doubtless take full advantage of this useful arrangement for the West Canadian trade.

### Stickney Company Reorganized

The Chas. A. Stickney Co., St. Paul, Minn., whose factory was sold out some months ago, has been reorganized, and, says a report, will again engage in the manufacture of engines, tractors, etc. A new board of directors and new officers were elected, B. W. Harris being president. Since the president of the concern is a member of a large mail order house in Chicago, it would seem likely that the reorganized company is to do business on the direct-to-consumer plan.

### Railroad Pays Part Cost of Tractors

One of the largest railways in France, the Paris, Lyons & Mediterranean Railway, has adopted a strong policy to assist farming by power. Free transportation is given to machinery and men going to demonstrations, while the company has now granted a sub-

sidy or refund of ten per cent of the purchase price of the tractor and plow combined, up to the value of 10,000 francs (about \$1,930) to syndicates or farmers' associations buying power outfits before Jan. 1, 1918. The refund is based on the cost of machinery and freight to destination, and is limited to the first 30 tractors purchased in each district.

### U.S. Implement Exports

The report of the U.S. Department of Commerce for the year ending June 30 last, shows that the exports of farm implements and machinery from that country for that period were \$17,611,297, compared with \$10,301,978 for the preceding year. That war has vitally affected the implement export business is shown by the fact that for the year ending June 30, 1914, the exports in this line totalled \$31,965,789. The greatest advances in exports for the

past fiscal year show in shipments of hay machinery, mowers and reapers, plows and cultivators. There were no exports to Germany, but shipments to the Argentine were doubled.

Shipments of binder twine for the fiscal year were 128,957,463 pounds, an increase of more than 44,000,000 pounds over the preceding year and an increase of nearly 20,000,000 pounds over the exports of the year prior to the war. The value of binder exports was nearly double that of the fiscal year 1915.

And if a thing is worth doing well it is worth doing at a profit.

### Engine Salesmen Wanted

We have openings for exceptional positions for gasoline engine salesmen qualified to get orders signed in the Western Canadian territory. State experience and salary wanted. Address L. M., care of "Canadian Farm Implements."

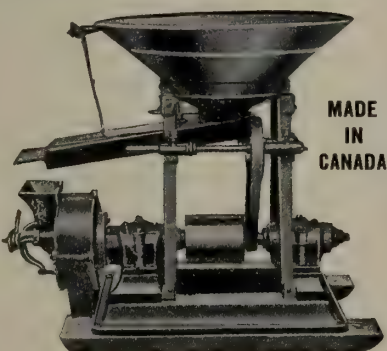
## HANDLE THE FAMOUS "IDEAL" LINE

### Maple Leaf Grain Grinders Get You The Trade

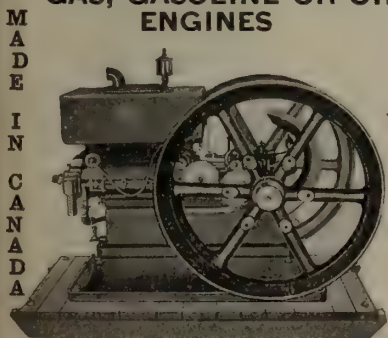


Made in 6, 8, 10, 13, and 15-inch sizes; 8 and 10 in. are equipped with either flat or concave plates; 11, 13 and 15-inch with flat, reversible sectional plates. Here we show our low base, heavy service grinder, with sectional flat plates.

Our grinders sell, satisfy and stay sold



### "IDEAL" GAS, GASOLINE OR OIL ENGINES



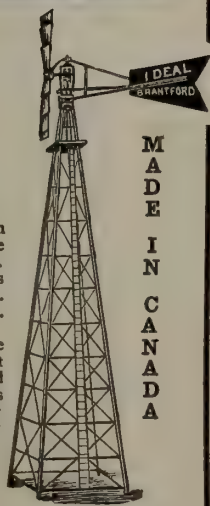
Made in 18 different sizes—from 1½ to 60 h.p. Equipped with high tension igniters—no batteries required. Double exhaust, low fuel consumption. Get particulars of the "Ideals."

We manufacture Gas, Gasoline or Oil Engines from 1½ to 60 h.p. Grain Grinders, Pump Jacks, Pumps and Pump Cylinders, Saws, Windmills, Tanks, Combination Threshers, Tractors, Concrete Mixers, etc. Get our Agency Proposition.

### "IDEAL" DOUBLE-GEARED PUMPING WINDMILLS

The cheapest farm power you can get. Made in sizes from 8 to 20 ft. Double gearing gives strength and durability. Automatically governed.

All our Towers are girted every five feet and double braced and braces tied to girts. This insures double strength and is a vast difference from a tower with girts every ten feet with single braces.



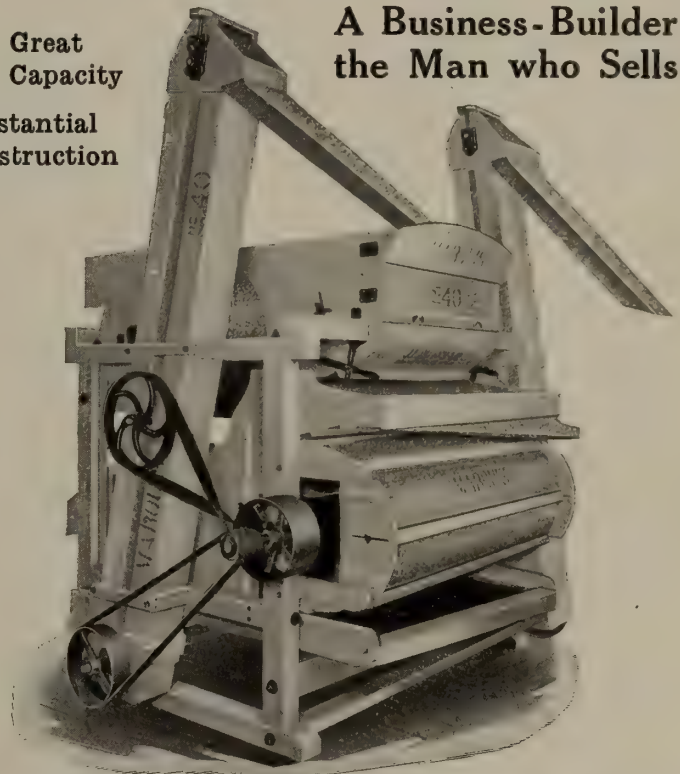
**GOOLD, SHAPLEY & MUIR CO., LIMITED**  
WINNIPEG REGINA CALGARY

## The Famous Marquis Cleaner

Great Capacity

A Business-Builder for the Man who Sells It

Substantial Construction



### The Best Grain Cleaner on the Market

Hundreds in use in the largest grain elevators on this continent. Equipped with double suction and blast. Made in three sizes. Capacity from 200 to 600 bushels per hour. Write for full particulars and liberal agency proposition.

### Cushman Motor Works of Canada, Limited

Manufacturers of the World-Famous 4-H.P. Cushman Binder Engine that does all the Farm Work

289 Princess Street

WINNIPEG, MAN.

Distributing Warehouses: Toronto, Ont., and London, Ont.

EXCLUSIVE SELLING AGENTS FOR

Fanning Mills—Smut and Pickling Machines—Vacuum Washing Machines—Lincoln Grinders—Lincoln Saws—Incubators—Universal Hoists—Langdon Ideal Self Feeders—Portable Grain Elevators—Wagner Hardware Specialties—Mountaineer and Little Giant Neck Yoke Centres.



### The Education of the Retail Merchant

Wherever you find a few wholesalers, credit men or sales managers, in any line of business, met together, there you will find voiced, in varying degrees of emphasis, the wish that the retail merchant knew more about the keeping of proper records and cost systems as applied to their particular lines.

It is not too much to say that the time has come when it is practically a necessity for the retail merchant to know to the uttermost the business of merchandizing as applied to his particular line—be it boots and shoes or farm implements.

Experience is a great teacher in the conducting of a retail store, but it is apt to be a very expensive kind of tutor. In the work of educating the retailer as regards accounting systems, the taking of inventories and so on, modern trade journals have played a big part, but, of necessity, the trade journal is restricted in this matter owing to the fact that it has a wide field of trade news to cover and cannot afford space to go as fully into the question of cost accounting as its publishers would like.

It would seem evident that the trade education of the retail merchant will have to be based upon either short courses at colleges or through special publications devoted to that end. The average merchant has no business college in his town or village, and so far none, or practically none, of our Canadian universities have instituted courses for merchants and storekeepers. One would think that such courses could have been instituted through our provincial universities or through our western agricultural colleges. The latter have many extension courses; short courses are even arranged for ministers and their wives, but the retail merchant, who it must be conceded is an important item in every community, is, so far, left to acquire business education by any means which he may find by personal ambition, or fail to find by lack of that essential to the character of a storekeeper.

A great deal could be done, we think, by retail merchants' organizations, coupled with trade associations, in the various lines. The retail merchants' association in any province, if strong enough numerically and financially, could appoint a committee of publicity and draft a series of papers covering the features in modern merchandizing. These papers could be published and mailed at stated

# CANADIAN FARM IMPLEMENTS

THE OFFICIAL ORGAN OF THE  
INTERPROVINCIAL RETAIL IMPLEMENT DEALERS' ASSOCIATION  
AND  
SASKATCHEWAN RETAIL IMPLEMENT DEALERS' ASSOCIATION

A MONTHLY NEWSPAPER  
DEVOTED TO THE INTERESTS OF DEALERS IN AND MANUFACTURERS OF  
FARM IMPLEMENTS, VEHICLES, ENGINES AND MACHINERY

Established in 1904 and Published Monthly by

**Canadian Farm Implements, Limited**

**F. D. BLAKELY, Manager**

**A. A. THOMSON, Editor**

811-12 CONFEDERATION LIFE BUILDING Telephone Main 518 WINNIPEG, CANADA

### SUBSCRIPTIONS

\$1.00 per year in Canada; Foreign \$1.25 per year.

Single Copies, Ten Cents

### ADVERTISING

RATES MADE KNOWN ON APPLICATION

Change of Advertising Copy should reach this office not later than the 25th of the month preceding issue in which insertion is desired.

### CORRESPONDENCE

Solicited on all matters pertinent to the implement and vehicle trade. As an evidence of good faith, but not necessarily for publication, every correspondent must sign his name. We reserve the right to edit all matter submitted but do not undertake to endorse opinions expressed by correspondents.

Member Western Canada Press Association  
Entered in the Winnipeg Post Office as second class matter

WINNIPEG, CANADA, OCTOBER, 1916.

intervals to units in the association. A system of questions in one issue could be used, the replies being given in the next issue, while a series of requests and replies could be taken care of by some competent business authority.

Such a system of educative publicity might also be helped out by the various provincial universities. Its cost would not be insurmountable, and it would do more than aught else to get down to a proper basis that ancient bogey known as the "cost of doing business."

While the association of credit men publish a very valuable bulletin, it does not reach a vast majority of the retailers who would benefit by its perusal. If the credit men, sales managers and wholesale organizations generally, got behind such a movement, we feel that in the end it would benefit the retail merchant and also those who supply him with goods. The various retail implement associations and wholesale implement associations would, without doubt, cooperate in any movement in this line which would be inaugurated.

### Displaying Your Stock

The importance to the implement dealer of properly displaying sample machines cannot be too strongly emphasized. By

many dealers it is, we are told, underestimated. The dealer who goes to a jobbing centre to select a line of machines naturally leans toward the house that has the best-displayed samples. It is the same way with the average farmer. A machine that is not set up completely is never attractive, even though the dealer may speak enthusiastically of its good points. A machine placed in a dark corner, or which cannot be seen until one has climbed over piles of machine parts or rubbish, is not a trade-getter, though it may be one of the best of its class. Completeness, cleanliness, and light are required in the machine display. The orderly sample floor attracts as the disordered one repels. To have the power wheel of every geared machine raised so as to show the action of the implement is a wonderful help in demonstrating.

### Manitoba Has 12,000 Autos

The provincial automobile license department of Manitoba stated recently that there are now over 12,000 automobiles in this province. More than half of these are owned outside Winnipeg. The total for this year is 3,000 in excess of 1915. The most popular class of machine is apparently that which does not exceed \$1,500 in price. As to the make that predominates—you have one guess!

### Immigration After the War

A host of scribes, and almost as many politicians, are loud in their contentions that after the war Canada must prepare to receive a great influx of "war-worn Europeans." One minister at Ottawa suggests that experiment farms be located all over Western Canada where the European peasant farmer, fleeing from the economic chaos of Europe following the declaration of peace, can be taught the art of farming as practised in Canada. Further, the Canadian Government, stated this minister, would, if necessary, financially assist those emigrants from Europe to settle on the prairies.

While Canada wants to increase her population, it would seem that too much is being built on this policy of after-the-war immigration. With European countries impoverished by war, and the balance of sexes largely in favor of women, there is little likelihood of any great influx of immigrants. How many farmer peasants in Europe will be dead, how many crippled for life? How many who once had good farms will have been ruined by being in the path of moving armies. What money they had will have been expended in order to live, if it has not had to be "loaned" to hard-pressed governments. A German exponent of kultur said that when Germany attacks a race, that race is only left its eyes to weep with. While this is bombast, it is largely true of modern war.

It will indeed be wonderful if any great number of the races of Central Europe have been left, when war ceases, in a position to go anywhere. In all countries taking part in the war populations will have declined seriously; each country will jealously conserve its population—possibly by strictly forbidding emigration especially of the agricultural class. It is, as yet, far too early to build any hopes of a great influx of immigrants to Canada "apres la guerre."

### Costs and Credits

Since the commencement of the war the prices of many items in the implement business has advanced materially. The question of costs must be considered by the dealer under these circumstances. As production cost is reflected on selling price, the dealer must ask himself whether he has made a corresponding advance in his selling price.

If not, how will his profits compare with the profits of



former years? Was he, in the past, making too great a percentage of profit so that now he can afford to absorb the advance in the price of the goods. We think not! Let us put it in a personal way.

If you can afford to absorb the difference between the cost of implements and vehicles five years ago and to-day then you were overcharging for your merchandise. If not, you must either have made a proportionate advance in your own prices or you are walking the floor wondering where the funds are coming from to meet your obligations.

Have you been timid about increasing the price on gang plows or anything else? Take a lesson from your own customers. Does the farmer ever hesitate to demand the full market price for his products? Did you ever know him to sell his wheat, unless forced to do so, under full market value? Does he offer his crop for sale on two falls' time and tender a discount as a special inducement for immediate purchase?

In buying from the farmer the merchant pays cash. In selling to the farmer the merchandizer of implements grants credit. If he can afford to do this, as was the case fifteen or twenty years ago, it is no one's affair but his own; but times have changed, and unless the implement dealer has a sufficiency of funds to finance the farmer who is doing business on a cash basis, he cannot afford the luxury.

Looked at from every standpoint, long credits in the implement business are a most illogical and unbusiness-like plan. We cannot do business on an obsolete plan. The pioneer farmers were hardy people, honest people, and mostly penniless people! They opened up the country and proved, by their sturdiness, their worth as trail-breakers of the West. They were worthy of credit and were granted it. But they paid for their credit in hard cash! Compare the prices of implements and vehicles thirty years ago and now. The descendants of these pioneers are, possibly, as worthy of credit as their ancestors, but only in exceptional cases do they need it so badly.

### The Land Warship

The success gained by the "tanks," or armoured land ships used by the British army on the western front, is a tribute to the engineering skill that developed those movable forts. While it is not definitely reported whether or

not these "tanks" travel on a caterpillar tread, it is assumed that they do, since they can navigate on almost impassable ground. This type of war machine is simply a development of the armored car as used in South Africa, but far more mobile. They are in effect an armored truck, having a turret, rifle ports and a quick-firing gun. Before the war France had several war trucks of this type—but on wheels. These trucks, and as we assume the new tanks also, drive, brake and steer on all four wheels, with the great difference that the success of the "tank" is largely due to its system of travel, that is the caterpillar or flexible wheel design it possesses. In that factor lies the supreme usefulness of the machines in crossing ground blown to pieces by shells.

### Character and Credit

There is an unwritten element within the confines of the credit manager's department that deals with more than the figures. In other words, there is a reason wherein sometimes a dealer with an enviable cash rating cannot get the credit courtesies that are extended to his so-called weaker brother whose financial resources are very meagre. The high-up man may have reached his financial altitude by reason of "un-sportsmanlike" manipulation; or, he may be known to be a plunger; or, perhaps of intemperate habits. Whereas, the dealer of small means may be known as one who, despite his limited capital, has always paid his bills promptly, no matter how hard pressed; who buys conservatively and sells only when at least a small profit may be derived. He is the man whose "word" is his biggest asset—he is a moral certainty—and a good credit risk.

### The Tractor as a Cash Proposition

Despite the high price of the modern automobile, ever since it has been sold in the open market it has been regarded by manufacturer, distributor and dealer as a cash proposition. They insisted on cash and got it. Unless the tractor business is built on the foundation of cash-on-delivery, it is a business that will be impossible for the dealer to finance. The dealer who wants to succeed in this line will have to get cash for his tractor even although he may extend credit on other lines.

Not only in the matter of over-estimating horsepower are misrepresentations likely to be made, but in the general abilities of the

tractor to do this or that farm work. Better underrate the horsepower of the tractor than to claim it will do work that would strain the motor. To say that the tractor will handle a 4-furrow plow when it will only do so under the most favorable conditions is not as advisable as to make an unqualified guarantee that the tractor will handle a 3-furrow plow anywhere and under any conditions.

### Care in Buying

An expert states that there are five dealers who can sell goods to every one who can buy them properly. It would seem, therefore, that there is a whole lot of attention that must be paid to the purchasing side of the average retail business. In big stores the men who buy the goods get princely salaries—but the clerk who sells the goods may only get a few dollars per week. The big merchant, it would seem, gives the subject of buying more recognition than the subject of selling.

The average retailer pays too little attention to buying right. He may start out with a well balanced stock, but through careless and injudicious buying he soon has a lot of capital tied up in reserve stock or in excess merchandise. Many a man has been blamed for being an incompetent dealer when his sin was rather the sin of overbuying. Conservative and intelligent buying would do a great deal toward reducing the death rate in retail businesses. Any credit manager admits this.

### The Cost of Doing Business

The proper pricing of merchandise depends altogether on a complete understanding of the cost of handling it. The purchase price is a known item, but when a merchant fails to charge against the operating cost all of the various items that should be charged against it, he is not making the profit he thinks he is making.

Perhaps the items which are most commonly overlooked are depreciation and a proper charge for personal services. When repairs must be made because of depreciation of buildings and equipment, or when prices must be reduced because of deterioration of stock, there is a direct loss unless these amounts have been provided for in a charge against the cost of doing business. And when the owner of a business fails to charge against it a proper amount for his own time and effort, he is deluded as regards his profits.

### Personal

The Auto Service Co. is a new concern in Regina.

T. T. Butler has commenced a harness business at Vulcan.

W. Turley has discontinued his harness business at Lemberg.

J. R. McLeod has opened a new implement stand at Drake.

Guy Heberlee, a dealer at Brock, has sold out to George Krepps.

George Brown has opened a new auto agency business at Montmartre.

George Kilburn has discontinued his implement business at Ochre River.

George R. Boylan has commenced an implement business at Fort Qu'Appelle.

J. F. Pauling, an auto dealer at Duval, has sold out his interests to M. Johnstone.

Canadian Motors Ltd. is a recently organized automobile concern at Saskatoon.

The Carroll Motor Car Co. is a new automobile concern in the town of that name.

H. J. Minall, a harness dealer at Lumsden, has opened a branch business at East End.

In the Ponteix Garage Co., Joseph Alarz has sold out his interest to J. L. Begin.

The Eastern Hardware & Implement Store is a new concern doing business at Melfort.

Kunderman & Adam, harness dealers at Grayson, have removed their business to Melville.

The Cushman Motor Works of Canada, Winnipeg, has been granted a Dominion charter.

Paul Dupius has bought out the implement business at Ceylon formerly carried on by H. H. Alfred.

K. Brown, the International agent at Burdett, has this season sold in the neighborhood of forty binders.

E. C. Powers has bought out the implement business at Mortlach formerly owned by G. A. Cunningham.

Jensen & Ward, dealers at Shaunavon, have dissolved partnership. C. Jensen now carries on the business.

Bruce L. Robinson, a manufacturer's agent at Calgary, is handling a line of electric lighting plants for farm use.

H. W. Davidson & Co., hardware and implement dealers at Brookdale, has sold out to the Home Lumber Yards.

Dimert & Nichols, dealers at Bromhead, lost considerably



through their business being destroyed by fire recently.

Haslan & Dinner have dissolved their partnership in a garage business at Assiniboia. The first named partner continues.

A. B. Murray, an implement and harness dealer at Lyleton, has sold out his harness interests to a dealer named W. Waiser.

C. L. Creasy, an implement dealer at Sidney, has left that centre for the winter and will resume operations next spring.

We regret to report the death of C. K. Martens, an implement dealer at Aberdeen. Deceased was very popular in his territory.

The Farmers Machine Co., Watrous, which manufactured fanning mills, has discontinued operations at that western point.

F. E. Griffith, Rush Lake, has sold out his implement business at that point to a concern known as the Farmers' Dealers' Company.

H. L. Smith has been appointed representative in Manitoba territory by the Breen Motor Co., Winnipeg, to handle the Chalmers and Chevrolet cars.

R. Clark has discontinued his automobile agencies at Delisle, while in the same town Pope & Given have commenced a hardware and implement business.

P. B. Ostrom, a dealer at Empress, recently sold seven separators in one week. Other agents in the locality did almost as well, according to reports in the local press.

E. O. Clement, formerly with the Canadian Bank of Commerce at Taber, has quit the banking business and has taken the agency for the McLaughlin and Maxwell cars.

E. C. Simmons, for some years connected with the McLaughlin Motor Car Co., has been appointed Western sales manager for the Canadian Briscoe Motor Car Co., with headquarters at Winnipeg.

Percy Miller, who was formerly connected with the credit department of the John Deere Plow Co., Winnipeg, has been appointed in charge of Western collections for Canada Carriages Ltd., Winnipeg.

D. B. McLeod, sales manager for the Winnipeg branch of the John Deere Plow Co., recently returned from a well-earned vacation. Dave looks as fit as a fiddle, and is ready for all the orders dealers want to book.

Gilbert Bros., implement dealers at Ashern, have dissolved partnership. A. Gilbert now has sole control of the business. This

concern has taken over the interests of the Lake Manitoba Trading & Lumber Co. at Camper.

C. H. Whitaker, manager at Winnipeg for the Massey-Harris Co., recently returned from a business trip which embraced all the districts in the south and south-western Manitoba. He looks forward to a busy fall and winter's business for his company.

J. McDonald, formerly branch mgr. at Estevan for the International Harvester Co., after having recuperated for some time following on a severe sickness, has left Estevan for Alberta. He will act as manager at Edmonton for the Netherlands Investment Co.

H. F. Anderson, western general manager for the Tudhope-Anderson Co., recently returned from a trip to the headquarters and factories of his company, located at Orillia, Ont. While away, Mr. Anderson visited several plants in the United States, the products of which are handled by the Tudhope-Anderson organization.

Our old friend, Jim Latimer, recently returned from Australia where he takes care of the Cockshutt interests. His partner in business at Red Deer, W. J. Botterell, has enlisted and is now a Lieutenant in the 187th Batt. Jim has come back to Canada to take care of his personal interests, after which he will return to Australia for the Cockshutt Plow Company.

We recently had the pleasure of a visit from L. C. Scott, one of the sales directors of the Sharples Separator Co., of West Chester, Pa., who is concluding a business trip which embraced all of the Canadian provinces. Mr. Scott is enthusiastic as regards the future possibilities of the Sharples suction-feed cream separator throughout Canada, particularly in the Canadian West.

We recently had a visit from E. B. Sawyer, president of the Cushman Motor Works, Lincoln, Nebraska. Mr. Sawyer, who was accompanied by E. Rogers, of the Rogers Advertising Agency, Chicago, spent a day or two in Winnipeg at the local headquarters of his company. He reports the plant at Lincoln to be busy, while the past season was a record one for the sale of the Cushman product.

R. McKenzie, Winnipeg, western manager for the McLaughlin Motor Car Co., recently returned from a visit to the headquarters of the company at Oshawa, Ont. On his way west he visited Flint, Mich., and Chicago, where plants affiliated with the McLaughlin

organization are located. Mr. McKenzie reports that his company are altering and extending their plant so that the 1917 output of McLaughlin cars will be doubled.

J. H. Erb, a former inhabitant of Winnipeg, died recently at Preston, Ont., at the age of 60 years. The late Mr. Erb was well known to the machine trade in the West. He came to Winnipeg in the early nineties and for about 12 years was connected with the office staff of the Watrous Engine Company of this city. About five years ago he returned east and started a business in Preston. George W. Erb, manager of the Watrous Engine Company, Winnipeg, is a brother of the deceased.

#### Massey-Harris Head in West

Sir Lyman Melvin-Jones, president of the Massey-Harris Co., Toronto, is at present on a comprehensive tour in the Canadian West, travelling in his private car, the "Ceres." Sir Lyman will remain in the West for some three weeks, during which time he will visit all the West Canadian branches of the Massey-Harris organization. The managers of the various branch houses will cover their individual territory along with the president.

#### Death of a Prominent Harvester Man

William H. Jones, one of the vice-presidents of the International Harvester Company, founder and for many years head of the Plano Manufacturing Company, died at his home in Pasadena, Cal., Sept. 1. He had been in poor health for more than a year and confined to his bed since last June.

The deceased had been connected with the harvesting machine industry since the early days of the Marsh harvester and the inauguration of Appleby binders. He was born in Wales in 1844, and came to the United States at the age of 13. After farming for a time he became an implement dealer, and later a traveller for an implement concern. When William Deering and E. H. Gammon were associated in the production of the Marsh harvester, the deceased gentleman worked with them as a general traveller and agency supervisor. In 1881, in connection with others, he organized the Plano Manufacturing Company, which rapidly became an important factor in the farm machinery business, until in 1902 it was merged with the formation of the

International Harvester Co. Cyrus H. McCormick, president I.H.C. pays a striking tribute to the deceased when he said:

"The passing of William H. Jones takes from the implement trade of America one of the old guard, of the rugged, valorous, picturesque pioneers who made American harvester machinery known and used throughout the world."

#### Lister Employee Killed

We regret to report the death by accident, on Sept. 19, of Warren M. Blair, credit manager of the R. A. Lister Co., Winnipeg. The late gentleman, while aiding some of the warehouse staff to get out a rush shipment of goods, misjudged his location and stepped into the freight elevator shaft. He fell four stories, a distance of 45 feet, being killed instantaneously. Deceased had been with the Winnipeg branch of the company for the past eighteen months and was very popular with his business associates. He leaves to mourn his untimely death, at the early age of 35, a widow and a little lad six years old.

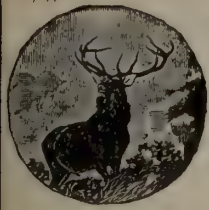
#### Machine Co. Holds Sales Convention

The entire traveling and sales force of the Janesville Machine Co., of Janesville, Wis., recently met at the annual conference held by that company. Some forty general agents and salesmen attended. S. S. Bean, the newly appointed sales manager of the company, was chairman of the sessions and in charge of the conference. Mr. Bean, who is well known to West Canadian dealers, was formerly sales manager for the Tudhope-Anderson Co., Winnipeg. This should have been a fine opportunity for Mr. Bean to get in touch with his associates in the various territories.

#### Gasoline in Great Britain

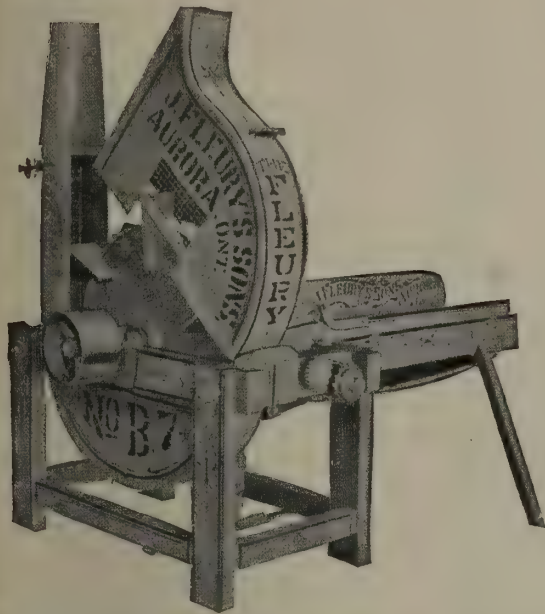
In the United Kingdom the government controls the sale of gasoline. Applications for the fluid are made on prescribed forms, and warrants are issued for a monthly supply. At the last national stocktaking of petrol, allotments were made upon an average basis of 25 per cent of the amounts applied for by automobile owners and 60 per cent for commercial vehicles. A maximum allowance of 30 gallons a month is fixed for automobiles, and 2 gallons monthly for motorcycles.





# New Deere Light Draft Sulky and Gang

With Quick-Detachable Share



**7B Straw and Ensilage Cutter and Blower**

Has 12-inch Mouth or Throat — 2 knives.

Full heavy Steel Casing over and under knife wheel.

**SOLID DISC KNIFE WHEEL, with SIX MALLEABLE FANS**

Simple Reverse and Stop Feed Lever. Carrier Feed Table. Steel piping reaching 20-ft. 6-in. from floor.

The 14B is of similar design, except that it has a 14-inch mouth.

Equally good in straw or corn, and you will find both machines a satisfactory and profitable addition to our line of stock raisers' machinery.

## MR. DEALER

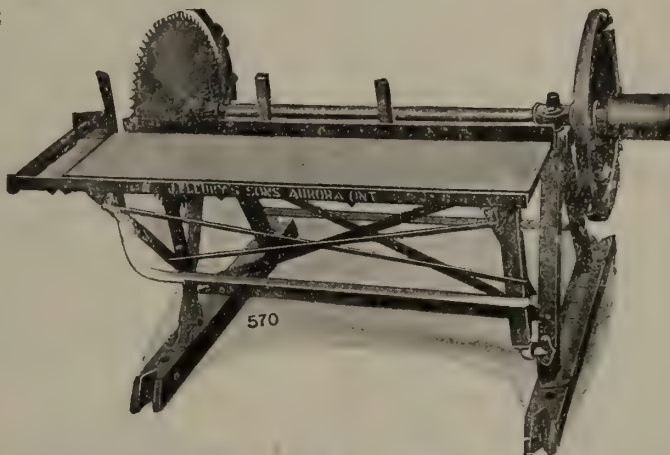
It is our desire to keep abreast of the times, and as far as possible to anticipate a requirement rather than to try and fill the demand by inferior or untried goods.

The 7B and 14B Straw and Ensilage Cutter and Blower is something new we are offering the trade in anticipation of a big demand for a machine to cheaply and quickly fill that Silo your customer now has, or anticipates erecting.



**Fosston Automatic Grain Cleaner**

*"As a man soweth, so shall he reap."  
As a man cleaneth and gradeth his grain, so shall he also profit.*



**Circular Saw Machine for Pole or Cordwood Sawing**

The Fosston Automatic is the leader of all grain cleaners. The farmer himself has made it famous, because it has made good with him. Regularly stocked by us in the following sizes:

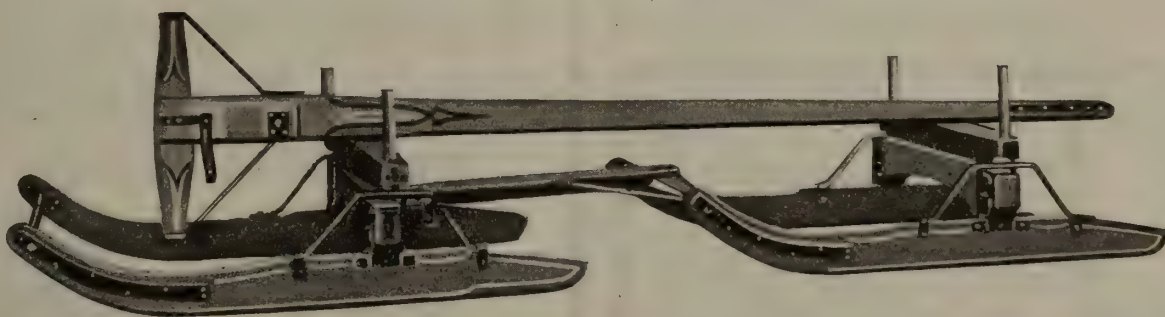
No. 24—24-inch Shoes

No. 31—31-inch Shoes

No. 48—48-inch Shoes

The latter is a regular Power Mill. Power attachments for other sizes furnished if required.

## The Reindeer Farm Sleigh



With Steel or Cast Shoes

## THE REINDEER (REGISTERED) FARM SLEIGH

Get the Reindeer (Registered) Farm Sleigh on YOUR sample floor early, and it will help to sell itself, because it is made of good, straight-grained hardwood timber throughout, and put together in a smooth, workmanlike manner. Is nicely and attractively painted. Built in all sizes.

# JOHN DEERE PLOW CO., LIMITED

WINNIPEG

REGINA

SASKATOON

CALGARY



### Hitching Profits to the Auto

The automobile owner likes to ride his car, for fun, but he usually would like to know in what way he can put it to more utilitarian uses. And if he wants to do any hauling in his car he is bound to spoil the tonneau. Except for passenger service, it must be admitted that the automobile is an unsatisfactory machine. It has no room in which to haul anything. Yet the average car has plenty hauling capacity. There is a difference between hauling and carrying capacity, remember; a motor truck can, in fact, pull three times as much as it can carry. And the man who has hauling to do, as every farmer has, can scarcely afford to be without a trailer if he already owns an automobile. The trailer will pay for itself several times over in the course of a year. One trailer manufacturer says:

"If an implement or automobile dealer will purchase a trailer for his own car, and will put it in actual use in connection with his business, it will be not be long before he will have aroused an interest in the neighborhood that

will yield him a nice business. In fact no convenience in connection with the automobile can surpass the trailer as a money-saver.

"Trailers sell more rapidly than buggies or wagons. They increase the dealer's profits to that extent. All up-to-date dealers use automobiles, both for pleasure and business. The dealer needs a trailer himself to hitch behind his car to deliver gas engines, cream separators, fencing, etc., or to take a tool right to the farmer for demonstration. There is no limit to the use to which an implement dealer can put a trailer, nor any limit to the sales prospects in any dealer's territory. The farmer needs a trailer to bring his live stock to town, to haul his cream to the creamery, station or local consumer, to bring his fruit and truck to market, etc."

### Machinery Protection

While the implement dealer is more concerned in selling machinery than in caring for it, everything that the dealer can do to further the protection of the farm machinery in his territory is

to the ultimate benefit of that dealer—and to retailers in general. To conserve local wealth is to increase local prosperity. And one way to promote prosperity is to help the farmer lengthen the lives of the implements that he buys by selling him a good implement shed.

In that way his resources will be conserved and eventually he will be able to buy a greater variety of implements. It is far better for the farmer—and the dealer—to let a tool get out of date on his hands than to have it fall to pieces from the action of the elements. And if you'll notice, the farmer with the greatest array of obsolete tools on his place also is very apt to have the greatest number of improved machines. Isn't he the best customer of the implement dealer?

### Types of Tractor Engines

The two-cylinder opposed is used most extensively on two-plow tractors, and the four-cylinder on all larger sizes, with the exception of a few six-cylinders on the extra large types. The principal reason for this is that the four-cylinder suitable for a tractor of two plows will have a rather small cylinder of approximately 3 3/4x5 and must be run at a fairly high speed of approximately 1,200 revolutions to give proper efficiency. The two-cylinder opposed, of about the same power, will have cylinders of approximately 5 1/4x7 and will run at a speed of approximately 675 R.P.M. Inasmuch it has made the slower speeds of two-cylinder opposed engines

more popular for the small-size machine. For tractors of more than two plows the one-and two-cylinder motors are large and heavy, and for this and other reasons are not so desirable as the other types. The four-cylinder engine with a bore of 4 1/2 or over and a speed of 900 R.P.M. or less is very satisfactory for tractors of more than two plows.

There has been considerable discussion with reference to the merits of a vertical and a horizontal type of engine for tractor use. Some of the objections have been made to the horizontal type on the theory that the pistons, due to their weight, would rapidly wear the lower part of the cylinder so that it would soon become elliptic but the pressure due to the weight of the pistons is so small compared to the angular pressure from the connecting rods that it is hardly worth considering. Another theory is that the horizontal valves will soon wear the lower sides of their stems and guides so that they will not properly seat but if the spring and operating mechanism are properly designed the weight of the valve should have no effect on its wearing. As a matter of fact, either the horizontal or vertical valves will rapidly wear their stems and burn out seats, if the springs and lifters are not properly designed.—W. J. McVicker.

"It's easier to say 'Giddap' than to get out and turn a crank. The tires on this buggy never get punctured," replied one sensible citizen when asked why he didn't discard his horse for an auto.

## CHRISTIANSEN Plow Attachments

### A Fast Moving, Profitable Line for Implement Dealers



For six years they have held the lead. Over 20,000 in use in Canada and the U.S.A. Absolutely no side draft. Packers have dust-proof, always lubricated axle. Every attachment fully guaranteed. No extra power required for plow.

We manufacture: Plow Packer and Harrow Attachments, Boss and Diamond Harrows, Engine Harrows, and Christiansen Weeder Harrows. There is a demand for our goods right in your territory.

WRITE NOW FOR EXCLUSIVE AGENCY PROPOSITION

Christiansen Harrow Works  
331 AUSTIN ST. WINNIPEG, MAN.



Watson's No. 1 Truck

Write for our new Illustrated Catalog on Trucks and Barrows. A liberal agency offer goes with this line.

*John Watson Mfg. Co.*

311 CHAMBERS STREET, WINNIPEG

## WATSON'S TRUCKS

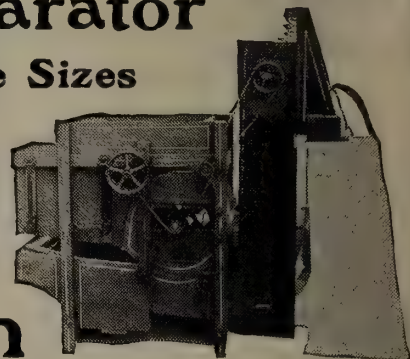
### THE MOST COMPLETE LINE IN CANADA

Here we show the Watson's No. 1 Truck. Turns in its own length and has a capacity of 1,500 lbs. Built of the best hardwood. Stands hard usage—unequalled for warehouse or store. Our line of warehouse, store and factory trucks, hand, wagon, platform and stake types, should be looked into by every dealer. They are the simplest, strongest, easiest and most durable trucks made. Thousands in use all over Canada.

## The New Chatham Fanning Mill and Grain Separator

Made in Three Sizes

## The 1917 Chatham



Turns Easier Makes More Wind Cleans Better  
and retains the same sturdy construction that has made the Chatham famous

"THEY LAST LONGER"

WRITE FOR ILLUSTRATED CATALOGUE  
GRAY - CAMPBELL, LIMITED  
MOOSE JAW, SASK.



## Conserving Soil Fertility

For the restoration of the necessary elements to the depleted soil of the land, barnyard manure has been found to be the best and cheapest fertilizer. The so-called commercial fertilizers have their place, but they do not supply the humus to the soil that good manure does, and in many sections that is one of the most needed elements. Besides, manure is more than a fertilizer, its addition to the soil aiding greatly in improving what is properly called the mechanical condition.

A manure spreader will make the same amount of manure cover several times as much space as by hand. There is a great saving of time and labor. Better results are obtained, due to the fact that by thin, even distribution of the fertilizer and its thorough pulverization, every particle is made more readily available for plant food. And in addition it has been remarked that quite possibly the removal of the drudgery might result in the application of more manure, with resultant advantage.

The greater effectiveness of machine spreading established, one must consider well the construction and adaptability of the machine with which the work is

to be done. This counts for much. For a long time spreader construction was more or less standard, but of recent years there have been many innovations and the multiplicity of spreaders on the market requires that the dealer, careful of the interests of his customers, exercise considerable discrimination. Search for novelty or something different has resulted in much complication in some instances with attendant fallacies.

One should avoid the too frequent mistake of thinking that a spreader will do its work properly just because it will spread, and bear in mind that it is of primary importance that the manure be **thoroughly pulverized and distributed evenly** over the land as well.

It is also vitally essential that a spreader give maximum service with a minimum of repairs and loss of time. It should be made of best materials throughout, be strongly built, and should show evidence of careful manufacture. And the simpler the machine, the less parts there are to wear, the less liability there is to disorder, breakage, annoying delays and expensive repair bills. In investigating the different types of manure spreaders on the market, the

dealer will find it profitable to judiciously analyse the different features in a spreader that make it more efficient in operation, more serviceable and possessed of greater endurance to withstand wear and tear. Choose carefully the spreader you handle.

### The Evils of Long Credit

Instead of blindly condemning farm machinery manufacturers, wholesalers and dealers, as is common with some classes of farm publications, T. F. Sturgess, of the Twentieth Century Farmer, says, and rightly:

"The interest on the \$100,000,-000 farm machinery manufacturers have been compelled to borrow to carry on their business, while extending credits that aggregate nearly \$200,000,000 must be included in the cost price of the machinery the farmer buys. The long time credit system also ties up the working capital of the dealer and adds to his selling expenses. The farmers who buy for cash are coming to realize that they are helping to pay, in the added cost of the farm machinery they buy, for financing the man who buys on long time credit."

The manufacturer, dealer and farmer are all financially affected, and all should intelligently co-operate to eliminate waste from

the farm machinery business. The establishment of a rural credit system would assist greatly, as the farmer who required money for equipment and permanent improvements could borrow on long time loans to be paid on an equitable and fair amortization plan.

### To the Benefit of Labor

When Henry Ford announced his profit-sharing plan with employees, and made a minimum wage of \$5 a law in his plant, a great many men said it was a dream, or possibly a vast advertisement. Dream or no dream, statistics show that the worker has benefited greatly through the scheme. Figures from the Ford factories show that:

The average bank deposit of the 29,314 men now employed is \$204, as against \$62.12, the average of the 12,960 men employed in 1914.

The bank accounts of the present employees total \$5,968,936, an increase of nearly \$5,000,000 over two years ago.

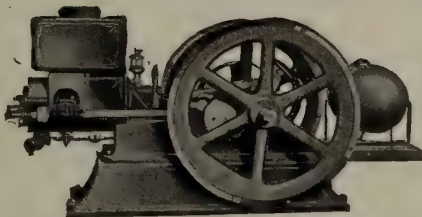
The number of bank depositors has increased from 5,872 to 17,116.

In 1914, 2,572 carried life insurance totalling \$2,471,663; in 1916, 17,116 men are carrying \$14,822,916, a huge increase.

## For TWENTY YEARS The LEADER IN THE FARM ENGINE FIELD Waterloo Boy Kerosene Engines

Made in Sizes from  
1 3/4 to 12 H.P.

WATERLOO BOY Kerosene Engines are in use to-day on over 100,000 farms. They are the Gold Medal winner at three International Expositions.



For all-around farm use you cannot sell a better engine. Develop full rated horse power on kerosene. Strongly designed and durable. Equipped with oscillating magneto. Requires no cranking to start. Built for either kerosene or gasoline, and covered by a strong guarantee. Can be supplied either mounted on skids or iron sub-base. This cheap fuel engine of simple design and unequalled quality will prove a winner for you. Get our agency proposition on them.

## Waterloo Boy Kerosene Tractors



Pull three 14-inch plows. Operate a 24-inch separator. The most successful kerosene tractor on the market. Low price—simple design—great power—cheap fuel—long life—reliability—accessibility of parts. You cannot sell a better light tractor than this.

We handle Saws, Electric Light Plants, Hand and Power Washers, Elevators, Pump Jacks, Milking Machines, etc.

Alberta representative: H. P. NORTON & Co., Calgary.  
MACHINES IN STOCK AT WINNIPEG, REGINA AND CALGARY

**Gasoline Engine and Supply Co. Ltd.**  
P.O. BOX 644 WINNIPEG, MAN.

## A PEORIA Contract will put You in the Tractor Business RIGHT

The Greatest Tractor Value Yet Produced

## The PEORIA KEROSENE Tractor

Complete with Self-Steering Attachment and Kerosene Equipment

**\$1,050**  
F.O.B. WINNIPEG



### DRAW-BAR PULL WITHOUT THE WEIGHT

The new 1916 Peoria weighs only 3,900 lbs. It has a speed of 2 to 3 miles per hour. Equipped with slow-speed, heavy-duty 4-cylinder 4-cycle engine, developing 8-20 h.p. We guarantee the Peoria with a gallon of kerosene to do more work than any other tractor on a gallon of gasoline. Enclosed type air-cooled radiator. Cut steel transmission—gears run in oil bath—sliding gear change—underslung frame—direct pull, floating type draw-bar. No side draft—self adjusting on uneven land. Have a Peoria on your floor. Let's get together NOW!

*Write Now for Dealer's Proposition*

**J. D. Adshead Co.**  
LIMITED  
Canadian Representatives  
Winnipeg, Man.

Please give me details of the Peoria Tractor, and what it offers as an Agency Proposition.

Name .....  
Address .....  
Province .....



## The Straw Spreader and Soil Fertility

It is strange that in many areas the straw spreader is not used as a regular part of the farmer's equipment. Why should a farmer spend so much time and energy striving to raise large wheat crops and then waste about one-half of the crop, namely, the straw? On the vast majority of West Canadian farms the straw is absolutely wasted. It is true that some farmers burn their straw piles and scatter the ashes on a small area in order to fertilize it. The mineral plant foods are thus utilized, but they constitute a very small portion of the straw. The ashes from a very large fork full of straw could easily be put into a quart bottle. In other words, about 95 per cent of the straw is lost by burning.

Agricultural experts and experimental stations have, time and again, pointed out that where wheat is grown continuously, the spreading of straw is lost by burning.

Agricultural experts and experimental stations have, time and again, pointed out that where wheat is grown continuously, the

spreading of straw restores the organic matter and helps to maintain the fertility of the soil. It is very beneficial also as a mulch to conserve the moisture and to give the young wheat protection from violent winds and drifting soil. Many experiences are on record which demonstrate that large areas in wheat may be protected and largely prevented from being injured by the drifting soil within the field itself, purely by means of a light dressing of straw. On one U.S. experiment, station splendid results have been obtained by spreading the straw and packing it into the soil with a sub-surface packer.

According to a very sound authority, a ton of wheat straw is worth \$2.50 as a fertilizer, while a 40-acre straw pile is worth \$100. This means to say that the straw contains plant food elements worth that amount of money. Few farmers realize the value of plant food removed per acre by a good crop of wheat.

It is, without doubt, a very pretty sight to see the sky lighted up by flaming straw stacks, but it is a most expensive

way of lighting up our farm districts. Exclusive grain farming is a serious problem to any country, as it means the eventual depletion of soil fertility to a point where profitable yields are no longer possible. The utter waste of the manurial value of the straw pile simply hastens the evils which finally overtake the grain farmer, but in all grain farming countries a large majority of the farmers will persist in the habit of burning the straw piles simply to get them out of the way for the next year's crop.

There are but two ways in which the manurial value of straw can be conserved. First, this straw can be used for bedding or feed for live stock, and thus eventually find its way back on the land by the manure spreader route, but on the large sized grain farm it is impractical to utilize all the straw in this way.

There is a second remedy which is especially suitable to the large farm where only a small amount of live stock is maintained. By the use of the modern straw spreader the straw pile can be returned to the land, keeping in the latter the much needed vegetable matter or humus, without which it is impossible for any land to be maintained in a constantly fertile condition.

The straw should be placed on the ground in the fall so that the winter elements may break it down and incorporate it with the soil. In the spring it is then plowed under and adds a certain amount of phosphorus and potash to the soil, together with a small amount of nitrogen. It also can be used very effectively as a light covering for the seed crop.

In the Canadian West, so far, little has been done to popularize these straw spreaders. It will yet be realized that they are a very useful adjunct to farming, and whether through our agricultural authorities or through machinery

distributing concerns, the straw spreader will yet get a great deal more value accorded it than is at present the case.

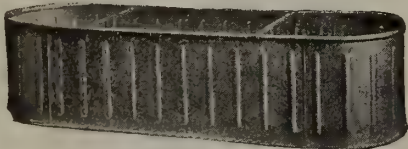
### Adapting the Automobile

While the trailer is a great asset to the automobile owner, there are now being manufactured many attachments which will transform several makes of cars into power plants. A series of gears and shaftings has been devised which operate a pulley on the front of the car. One of the popular small cars will develop 12 horse power on the brake, which gives sufficient belt power for many farm machines.

Most farmers use a 5 or 6 horse power engine. A 12 horse power engine is, of course, not economical for light work. Shafting can be arranged which will drive several pieces of machinery simultaneously, such as the feed cutter, fanning mill or grinder. A car equipped with one of these power drives can also be used to charge small batteries for a farm lighting plant. There are, it seems, many uses to which the auto can be put as well as pleasure or business travel.

### Fire Prevention

As fall merges into winter, stoves and fireplaces will be put into commission. Before this is done in the store or home, care should be taken that chimneys and stovepipes are in good repair, thoroughly cleaned and rendered safe from fire. Owing to the dampness of the early summer, many stove pipes will be found to be badly rusted, which the outer coating of enamel will not expose. Examine any stovepipes about your premises carefully and replace all defective and rust-eaten piping in your heating system. Many a fire in stores has been traced to stove piping. Forethought in this connection pays.



**MAX**  
REGISTERED

## STOCK WATER TROUGHS

meet all the requirements of a durable trough. Specially adapted for service in Western Canadian winter weather. Made of heavy galvanized iron, thoroughly strengthened and re-inforced.

Your customers will recognize the added value in these. Put a sample before them and you will find it an effective aid in making sales.

**Winnipeg Ceiling and Roofing Co., Limited**  
P.O. Box 3006 F.I. 7  
Winnipeg, Man.

## BRADSTREET'S

Established 1849 Capital and Surplus, \$1,500,000

Offices throughout the civilized world. Correspondence invited

Executive Offices:

346 and 348 BROADWAY, NEW YORK CITY, U.S.A.

OFFICES IN CANADA:

Halifax, N.S.; Montreal, Que.; St. John, N.B.; Hamilton, Ont.;  
Ottawa, Ont.; Toronto, Ont.; London, Ont.; Quebec, Que.;  
Calgary, Alta.; Edmonton, Alta.; Vancouver, B.C.

C. G. SCHAFFTER, Supt.

Commercial Travellers' Building, WINNIPEG, Man.

## ATTENTION! HARDWARE MERCHANTS IMPLEMENT DEALERS AND PUMP MEN



WE are the largest Manufacturers of wood and iron pumps in Western Canada. We carry complete stocks at both Brandon and Calgary for immediate shipment. If you live in Alberta write Calgary; if you live in Manitoba or Saskatchewan write Brandon.

Write us for our new Catalog before you order, or send us a trial order and you will be convinced that you can buy cheaper from us than elsewhere.

**Manitoba Engines, Limited**  
Brandon, Man. and Calgary, Alta.





### Prices and Business

A report from the U.S. Department of Agriculture draws attention to the fact that while crops are smaller compared with those of 1915, a bumper year, the prices paid for the products of the farms were never better. The data, while applicable to the United States only, is indicative of present price conditions in Canada:

The level of prices paid producers of the United States for the principal crops increased about 9.3 per cent during August; in the past eight years the level decreased about 2.1 per cent during August.

On September 1st the index figure of prices was about 21.9 per cent higher than a year ago; 14.3 per cent higher than two years ago; and 18.6 per cent higher than the average of the past eight years on September 1st.

On August 15th the index figure of prices for meat animals was about 19.4 per cent higher than a year ago; 5.4 per cent higher than two years ago; and 18.7 per cent higher than the average of the past six years on August 15th.

### A Plan to Save Binder Twine

A well known fibre concern in New York has been in correspondence with the U.S. Department of Agriculture with a view to the saving of twine bands at threshing, the fibre in the bands to be used for the re-manufacture of twine. This concern, by name

Hanson & Orth, stated that "the estimated consumption of binder twine in the United States is approximately 300,000,000 pounds annually. If only one-half of this quantity were saved it would be an important factor in the fibre supplies."

"Of course, the old twine so saved would not have anything like the value of new sisal, but would have a distinct market value, and would be practically available for re-manufacture and thus increase the total fiber supply."

The Department of Agriculture pointed out that an attempt to save the bands would necessitate a new method of feeding or a special band-cutting device. In self-feed machines the knives cut the bands in more places than one, making recovery of the bands almost impossible. On the individual farm the amount of twine saved would be too small to warrant the change of feeding necessary to recover the fibre.

### Loyalty to the Customer

The salesman has naturally a great deal of loyalty to his house, but, beyond that, he should have a spirit of loyalty to his trade. He cannot be loyal to the one without being loyal to the other. It is not necessary for the salesman to run down another man's line to show the superior merits of his own, and the salesman, to be loyal to his trade, must show the dealer how to move the goods.

The salesman to be loyal to the customer, must help that customer succeed in business, and when the salesman is filled with that kind of loyalty, neither the house nor the customer suffers, and he is given a hearty greeting wherever he goes.

The salesman who is loyal to his customers will sell them nothing which they cannot use to advantage in their particular localities, nor will he induce a dealer to buy a large stock unless it is reasonably certain that the goods can be promptly resold. It is neither loyalty to the customer nor to the house to overstock a dealer or sell him a line which he cannot handle. The proposition of salesmanship is a many sided affair, and it is up to the salesman to be able to judge the needs of his customers and prospective customers and to be able to judge the limits which designate the kind and quantity of the sales which the dealer can make. It is better to sell him a quantity which will not quite meet the demand than to overstock the dealer.

A professor said in a speech: "The average politician is as honest as the average business man." That's pretty hard on the latter class.

### Tractor Ran 168 Hours

One of the longest endurance tractor runs yet reported was made recently on a farm near Columbus, Ind. The test consumed one solid week, or 163 hours, being operated day and night. The engine was not stopped during the entire demonstration, the gasoline, oil and water being supplied while the engine ran. As soon as the tractor had been started, the crank was removed and kept under lock and key until the demonstration had ended; 80 acres were plowed.

### PUMPS AND Clothes Reels

Made in the best equipped factory in Canada. Pumps for deep or shallow wells. We don't claim to make the cheapest pump in the world, but we claim to make the **BEST** and as cheap as any other. Ask for dealer's prices.



SUCCESSORS TO  
**The Riesberry Pump Co.**  
(Established 1882)

**North-West Pump Co.**  
19-6th Street, Brandon, Man.

## A Power Washer That Sells Itself

The Fairday Power Washer, Model 1512, has many features about it which make an easy sale for you and lasting satisfaction for your customer.

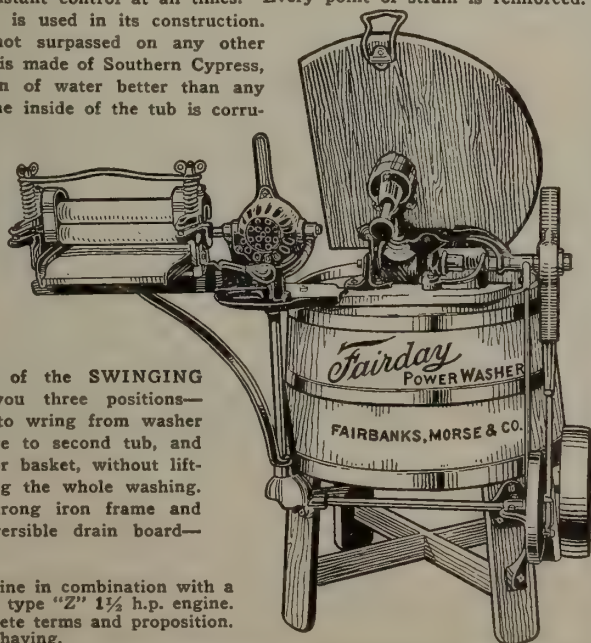
In this \$30 Power Washer there are no exposed working parts, and the operator has everything under instant control at all times. Every point of strain is reinforced. The very best material is used in its construction. The workmanship is not surpassed on any other washer. The large tub is made of Southern Cypress, which resists the action of water better than any other wood known. The inside of the tub is corrugated and the washing is done by a sliding dolly or dasher of good size. All metal parts are heavily protected against rust.

### SPECIAL FEATURE

See the illustration of the SWINGING WRINGER. Gives you three positions—allowing the operator to wring from washer to first tub, from there to second tub, and again to another tub or basket, without lifting any of them during the whole washing. The wringer has a strong iron frame and 10-inch rolls—with reversible drain board—and is power driven.

Sell this machine in combination with a Fairbanks-Morse type "Z" 1½ h.p. engine. Get our complete terms and proposition. They are worth having.

**THE CANADIAN FAIRBANKS-MORSE CO., LIMITED**  
Saskatoon      WINNIPEG      Calgary



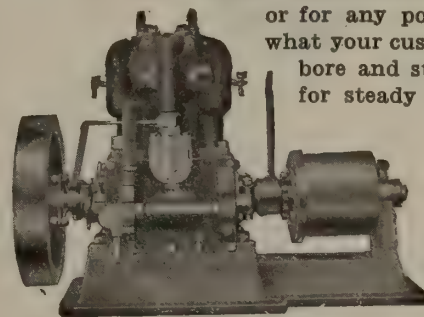
## Cushman Light-Weight Engines

### 4 H.P. CUSHMAN THE ONE PRACTICAL BINDER ENGINE

Built for All Farm Work. The 4 H.P. Cushman does all ordinary work and can be attached to Binders, Potato Diggers, etc. Equipped with Throttle Governor, Schebler Carburetor and Friction Clutch Pulley.

### Sell the 8 H.P. Cushman Weight 320 Lbs.

This two-cylinder engine is unequalled for heavier work than the 4 H.P. can handle. For heavy grinding, driving small threshers, etc. or for any power from 3 to 9 H.P. it is just what your customers want. Each cylinder same bore and stroke as in the 4 H.P. Unexcelled for steady power production. The 15 H.P. Cushman weighs only 780 lbs. and 20 H.P. only 1,200 lbs. Cushman Engines are not cheaply built, but are designed carefully and built of only the best materials. They are cheapest for your customers in the end.



ASK ABOUT OUR AGENCY OPPORTUNITY FOR YOUR TOWN

### Cushman Motor Works of Canada, Ltd.

289 PRINCESS STREET

WINNIPEG, MAN.

Distributing Warehouses: Toronto, Ont. and London, Ont.

Builders of High Grade, Light Weight, High Power Engines for General Purpose Farm Work

EXCLUSIVE SELLING AGENTS FOR:

Langdon Ideal Self Feeders—Fanning Mills—Smut and Pickling Machines—Vacuum Washing Machines—Lincoln Grinders—Lincoln Saws—Incubators—Universal Hoists—Portable Grain Elevators—Wagner Hardware Specialties—Mountaineer and Little Giant Neck Yoke Centres.



## The Development of Team Work

One of the most important factors in the development of Canada in the years ahead is bound to be the activities of trade associations and business organizations. Groups of business men in every line are associated and putting forth special efforts to improve systems of cost accounting, bettering the processes of manufacture, standardizing their output, obtaining credit information,

and endeavoring to advance the welfare of the employee in the various lines.

These constructive efforts will assuredly build up our industries. Successful production and successful selling require many steps in the process of changing the form of the raw material and putting the product on the market at a figure adequate to cover the cost of production and the cost of selling, and net some profit to the producer, without charging the consumer an excessive price.

Neither the government nor the individual alone can work out the many serious economic and business problems involved, so successfully as can a group of associated manufacturers or merchants, laboring together for the furtherance of any one industry.

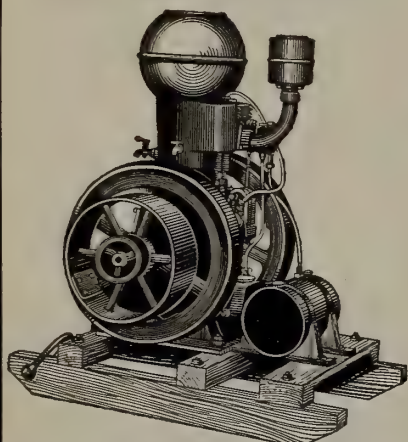
Such bodies conducted intelligently and rationally will make it possible for our industries to compete in price and quality in the markets of the world. Greater organizations in all lines of trade are necessary, and in no line more so than in that of selling farm implements and machinery. The more successful a man is in the implement business, the more liable he is to be an enthusiast as regards co-operative effort along association lines. The dealer who works alone must bear his burdens alone. As a member of his provincial association, he can find a way to solving his trouble and lightening his individual load. And, further, what one man could not achieve may be entirely possible for a body of men banded together for the greatest good of the greatest number.

this line of machinery, have a very complete line of mixers for use not only by farmers and stock raisers, but also by small contractors handling sidewalk work, building silos and work of this kind. The subject of mixers should be of particular interest to the implement dealer at this season when the farmer is through with his busy season and has time for repairs and improvements. Beyond the farmer there should be a market for concrete machinery in almost any small town and village. While this is a new line, it should not be hard to start. The above concern, we believe, give full particulars on this line of machinery to interested dealers who wish to investigate their product.

### Lasting, Positive Satisfaction

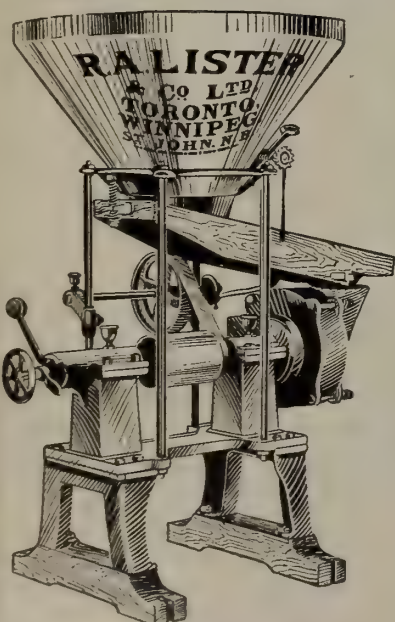
To Dealer and Farmer. That's why you should sell

### LISTER ENGINES



British built, durable; only the best materials. Shipped complete with skids. High tension ignition. Automatic lubrication. Made in 2, 3, 5, 7 and 9 h.p. sizes.

### LISTER GRINDERS



Very large capacity; easy running. Fine adjustment. Strong reversible plates. Guaranteed to grind more feed on the same power than any grinder of the same size made. With or without base.

#### OUR LINE INCLUDES:

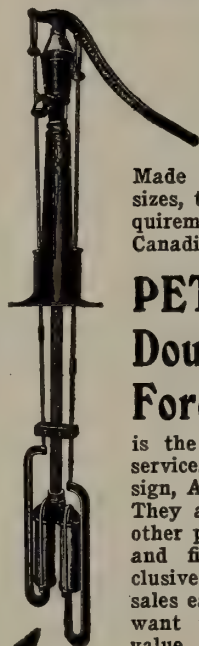
"Canuck" Gasoline Engines, Grain Grinders, Electric Lighting Plants, Milking Machines, Cream Separators, Churns, Sawing Outfits, Silos, Combination Threshers, Pumps, Pump Jacks, etc.

ASK US ABOUT TERRITORY

**R. A. Lister & Co. Ltd.**  
WINNIPEG

Toronto Quebec St. John

### PETERS PUMPS



Gives More Water  
in Less Time with  
Less Energy

Made in many styles and sizes, they will meet all requirements of the Western Canadian farmer.

### PETERS' Double Cylinder Force Pump

is the last word in pump service. Unequaled in Design, Action and Durability. They are different from all other pumps in construction and finish, and have exclusive features that make sales easy to customers who want the BEST in pump value.

Dealers:  
Get Peters' Pump Proposition for 1916

Our line is absolutely up-to-date in every respect. Every pump we produce is given special attention. Peter's Pumps are perfectly assembled—they have no "come-back." Sell them and you make satisfied customers.

A POST CARD WILL BRING OUR LATEST CATALOG.

Manufactured by

*Peters Pump Company, Milwaukee, Ill.*

Exclusive Canadian Agents:

**Tudhope Anderson Co., Ltd.**

Winnipeg Regina Saskatoon Calgary

Write Nearest Branch House for Particulars.

### Concrete Machinery a Coming Line

In past years the manufacturers of cement have done good work in educating the farmer into the use of concrete for all purposes around the farm. Nobody can use concrete to better advantage than the farmer, and on the farm it has a wide variety of uses.

To-day the farmer uses concrete fence posts, drain tile, silos, water troughs, and is even coming to the use of concrete in putting up his sheds, barns and residences.

The use of concrete on the farm, however, has been hindered somewhat by the lack of proper tools and equipment. Mixing concrete by hand is a slow and tedious job, especially when concrete must be mixed in any quantities. The progressive farmer and stock raiser has long felt the need of a small but reliable concrete mixer for handling his miscellaneous work around the farm. He needs a mixer that is simple in construction and easily handled, that can be taken from one job to another very quickly, and also it must be reasonable in price.

The London Concrete Machinery Co., of London, Ont., who are specialists in the production of

### Say Something in Your Ad!

While many dealers produce well written and forceful advertisements in their local papers, there are more who fill the space with bare, unsupported statements about this wagon or that plow. Why not take a machine in season and describe it from the standpoint of the buyer. Tell who makes it and how, describe the special points it has, and give the reason for its superiority. Fill out the space by enumerating other seasonable goods you have at your store, and it is just as sure to prove a successful advertisement and yield as many results, as the best ad written in the catalogue house.

Just as a gifted and intelligent salesman will sell more goods than one who is careless and without knowledge of the article he sells, just so will a well written and clean cut advertisement be proportionately more profitable than the one that generalizes, that talks but does not tell its story.

Above all things be honest in your advertising. Tell the truth. Back up your advertisement with the goods. If possible have the goods better than they are represented. Figure the cost, add an honest profit and stand pat on your price. No one expects you to do business for nothing.

### Mr. DEALER Cater Can Sell You

Wood or Iron Pumps cheaper than any one in the West.

Get His Prices Before You Order.

**Brandon Pump & Windmill Works**  
Brandon Man.





### Second Tractor Farming Demonstration in Ontario

The second tractor farming demonstration in Eastern Canada will be held near Toronto on November 1, 2 and 3. The demonstration will be under the auspices of the Ontario Department of Agriculture, and of the Ontario Plowmen's Association. The various adaptations of tractor power to modern farming will be demonstrated, such as plowing, harrowing, rolling, seeding, disking and stationary belt work.

This year the demonstration will be held on the Meadow Brook and adjacent farms, located at Whitby, about 25 miles east of the City of Toronto.

It is estimated that there are about 150 light tractors now in use in Ontario. The small acreage worked by the average farmer makes it imperative that the tractors used be of the general purpose type and adaptable to every class of farm operation.

Last year the inaugural power farming demonstration was largely attended, and this year's demonstration should be still more popular. The rules governing the demonstration have been adapted from those which were used by the tractor demonstration committee who had charge of the nine successful tractor demonstrations held this year in the United States. The power plowing demonstration will be the great drawing card, and from the entries given herewith, it is evident that Ontario farmers will have a great opportunity to see a large variety of different types of tractors at work under practical conditions. The soil on the

fields in which the demonstration will take place is said to be typical of the average Ontario farm. Following are the manufacturers who have entered tractors and accessories for the demonstration:

#### Tractor Entries

Sawyer-Massey Co., Hamilton, Ont.  
Avery Co., Peoria, Ill.  
Holt Mfg. Co., Peoria, Ill.  
National Pulley & Mfg. Co., Chicago, Ill.  
Rock Island Plow Co., Rock Island, Ill.  
Electric Wheel Co., Quincy, Ill.  
International Harvester Co., Hamilton, Ont.  
J. I. Case T. M. Co., Toronto, Ont.  
Parrett Tractor Co., Chicago, Ill.  
Michigan Tractor Co., Detroit, Mich.  
Climax Good Roads Machine Co., Hamilton, Ont.  
Goold, Shapley & Muir Co., Brantford, Ont.  
Simplex Tractor Co., Minneapolis, Minn.  
Strite Tractor Co., Minneapolis, Minn.  
Bates Tractor Co., Lansing, Mich.  
Waterloo Gasoline Engine Co., Waterloo, Iowa.  
Wolverine-Detroit Tractor Co., Detroit, Mich.  
Joliet Oil Tractor Co., Joliet, Ill.  
Standard-Detroit Tractor Co., Detroit, Mich.  
New Age Tractor Co., Minneapolis, Minn.  
Kinnard-Haines Co., Minneapolis, Minn.  
John Lauson Mfg. Co., New Holstein, Wis.  
Hart-Parr Co., Charles City, Iowa.  
Waite Tractor Co., Chicago, Ill.  
Bull Tractor Co., Minneapolis, Minn.  
Dauch Mfg. Co., Sandusky, Ohio.

#### Plow and Accessory Exhibitors

Sumter Electrical Co., Chicago, Ill.  
Pfanstiehl Co., North Chicago, Ill.  
Hyatt Roller Bearing Co., Detroit, Mich.  
Duane H. Nash, Inc., Millington, N. J.  
Cockshutt Plow Co., Brantford, Ont.  
Bateman-Wilkinson Co., Toronto, Ont.  
Massey-Harris Co., Toronto, Ont.  
T. E. Bissell Co., Elora, Ont.  
Oliver Chilled Plow Works, Hamilton, Ont.

One way to sell a small tractor is to arrange for a demonstration and see to it that every prospect is on the ground. We know dealers who trace a number of profitable sales to the demonstration they arranged.

### Machinery Production and Prices

That the present total cost of a certain size engine and boiler for farm use is 50 per cent greater than the cost of the same outfit in 1915, based on contracts obtaining a year ago, is proved by a contemporary in the iron and steel trade. Even with this excessive increase in price, it would require six to eight months to secure the necessary boiler plate, tubes, cold rolled steel, etc. If the customer desired urgent shipment of the outfit, the total cost would be 60 per cent more than in 1915.

In the outfit specified, the materials used have advanced \$210.88, or 74 per cent, above the 1915 cost. Take six items in manufacture alone, without considering labor cost. Steel bars, tube, plates, sheets, rivets and cold rolled steel have advanced in price 53 per cent. This is the actual net cost advance in material, and the total cost to customer must be further advanced by the percentage of profit which must be added, not only to the normal cost but to the advanced cost of materials. If the

manufacturer does not include a profit on the EXCESS COST OF MATERIAL, he will automatically reduce his percentage of profit on farm machinery, and implements will not permit a reduction. The margin is too close.

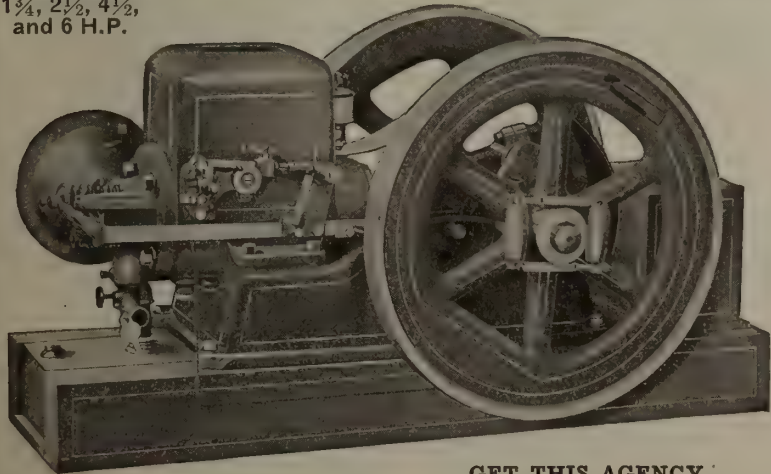
If the customer desires quick shipment of such an outfit, the prices quoted do not stand, since they apply only to slow deliveries of material. Tubes and bar and sheet steel would have to be bought from warehouse stock, or, if ordered specially from some mill, a very high price would have to be paid for prompt shipment.

But as customers cannot wait half a year for equipment, the factory must keep enough material on hand for, say, 200 outfits, no matter what the materials cost. If material prices should drop to normal, the manufacturer would then face a loss of \$40,000 on this line alone, and we must recollect that boilers and engines form only a part of the factory output. The total loss would approximate \$300,000 for every million dollars, worth of output.

It is obvious that the percentages will vary according to the size and type of the machine or

### Farmers WANT "Jumbo" Engines

1½, 2½, 4½,  
and 6 H.P.



#### GET THIS AGENCY

"JUMBO" Gasoline Engines develop more power on less fuel than any engine sold at the same price. Simple to operate; reliable, durable. Suction feed with needle valve and air regulator; make-and-break ignition; battery or magneto. On skids, strong iron sub-base or trucks. Ask the nearest Branch about the "Jumbo" Line. You can sell "Jumbo" Engines against any competition.

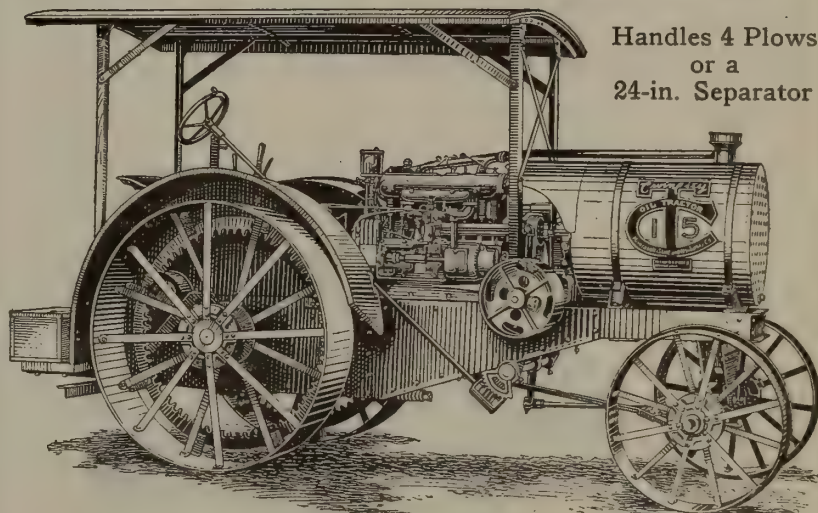
Manufactured by **Nelson Brothers Company** Saginaw, Mich., U.S.A.  
by **WESTERN CANADIAN JOBBERS**

**Tudhope-Anderson Co. Limited**

WINNIPEG REGINA SASKATOON CALGARY

## The Twin City "15"

Handles 4 Plows  
or a  
24-in. Separator



### A BIG, LIGHT-WEIGHT TRACTOR

A small model of the Big Twin City Tractors—but big enough for every kind of farm and road work. Equipped with a 4-cylinder, heavy duty, kerosene-burning 2-speed engine. Sells at a very low price per horse-power. Will give your customers the maximum of economical service. Built from years of experience—not an experiment in tractor production.

Built in  
Four  
Sizes:

Twin City "60"

Twin City "40"

Twin City "25"

Twin City "15"

There is a "Twin City" Tractor for every kind of work. Note the wide range of horse-powers. Handle a complete line—it will pay you.

**All Burn Kerosene  
Distillate and Gasoline**

Look into our Agency Proposition on this Splendid Line

**Minneapolis Steel & Machinery Co. of Canada, Limited**

923 LOGAN AVENUE WEST

WINNIPEG



implement, and according to the proportion of steel to cast iron used in its construction, but the figures quoted give a fair idea of what the manufacturer must face if high prices continue much longer. So far the consumer has only paid a small percentage in the advance of production in farm machinery lines, for the factories have not advanced the prices of the finished product in proportion to the present prices of materials. To date the consumer has got the advantage of what material was on hand purchased under previous contracts. Such prices, however, cannot be expected to continue, and the consumer will have to bear a more equitable share of the enormous advance in the cost of materials.

### Electrical Show in Winnipeg

Winnipeg will hold its first show of electrical appliances in the Industrial Bureau, from October 10 to 14. Already 30 exhibit spaces have been sold, while many eastern manufacturers of electrical apparatus will also show their electric appliances. This show will reveal in a convincing manner the wonderful adaptation of electricity to modern life, and should be an inter-

esting feature for visitors to the city on the above dates. Sir George Foster, Minister of Trade & Commerce, who will be in Winnipeg during the electrical show, will be asked to give an address in the Convention hall.

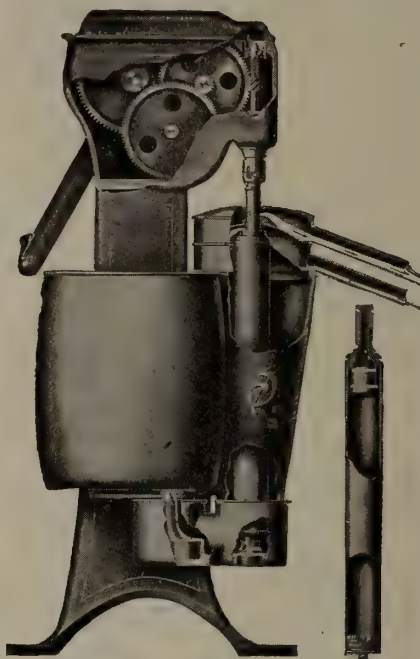
### Implements in South Africa

At the large agricultural fairs in South Africa held this year, the exhibits of farm machinery were exceptionally good, says a correspondent. American farm machinery predominated. Corn shellers, chaff cutters, grinders, pumps, windmills, plows, etc., were shown. A full line of plows, specially built for South Africa, was shown by the International Harvester Co. Canadian manufacturers, though not in great numbers, were represented, especially the Cockshutt Plow Co., of Brantford, Ont. Speaking of this plow concern, a commerce report from a commissioner says:

"The goods of this firm—plows in particular—have been held in high esteem among South African farmers for many years, and it is doubted whether any other manufacturer of implements can equal the volume of sales of this firm in South Africa."

### Suction-Feed Design in the Cream Separator

Thousands of actual tests have proven that 19 out of every 20 farmers turn their cream separators below speed most of the time. A separator was wanted that did not lose cream at low speed—that could be turned fast



Sharples Suction-Feed Cream Separator

or slow and still get all the cream. It is claimed, by its makers, that the Sharples Suction-Feed separators satisfy this demand. The construction of this cream separator is interesting.

Take a glance at this Suction-Feed (shown through the opening at the bottom of the bowl). The milk is sucked in by a vacuum created in the bowl by turning the crank. The faster you turn the handle the more milk is sucked in. Turn slower, less milk enters the bowl. Don't turn at all and the milk automatically ceases to enter. The suction-feed means that milk is sucked up only as fast as it can be perfectly separated—true in no other separator. You can readily see that the milk feed varies with the operating speed. In all other separators, no matter what rate you turn, the milk flows through the bowl in the same quantity—hence low speed gives imperfect separation.

It is the only separator, states the Sharples Company, that delivers even cream at all speeds, it is the only separator that you can turn faster and finish skimming quicker—both owing to the wonderful suction-feed. Again, it's the only separator with just one piece in the bowl—no discs or blades—easy to clean. Note, too, the knee-low supply tank (found only in the Sharples)—that means easy filling, every time.

The once-a-month oiling

system is another convenience found only in Sharples. No oil holes, no oil cups, no muss from oil drippings—just pour a little oil in the gear case once a month—that's all. The gears are all enclosed in an oil-and-dust-tight gear case. The bowl hangs from a frictionless ball bearing running in oil—means easy turning.

### Sheet Metal—An Asset on the Farm

While our farmers are very proficient in the subject of agriculture, and the buildings and equipment on many farms are unequalled in almost any country, there is an improvement which can be made in one line. The more progressive farmers have had their buildings erected in accordance with the latest scientific knowledge, but many have not yet done so.

Galvanized sheet metal is the very best material that can be recommended for the erection of farm buildings. It will not only give a permanent form of building material which will last in good condition, as estimated by some authorities, for 40 or 50 years at least, but will also give the farmer thorough protection against fire and lightning.

One of the most illuminative publications covering the great adaptability of sheet metal is Catalogue No. 216, recently issued by that well-known concern, the Winnipeg Ceiling & Roofing Co., Winnipeg. Finely printed on excellent paper, the two hundred pages of this catalogue show in the most vivid manner the modern possibilities of sheet metal construction. The various products of the company are described and illustrated. "Winnipeg" shingles, "Max" brand corrugated iron, 3V crimp roofing, rock face stone, rock face brick, plain brick, eavestrough, conductor, piping, ventilators, etc., are covered in this publication.

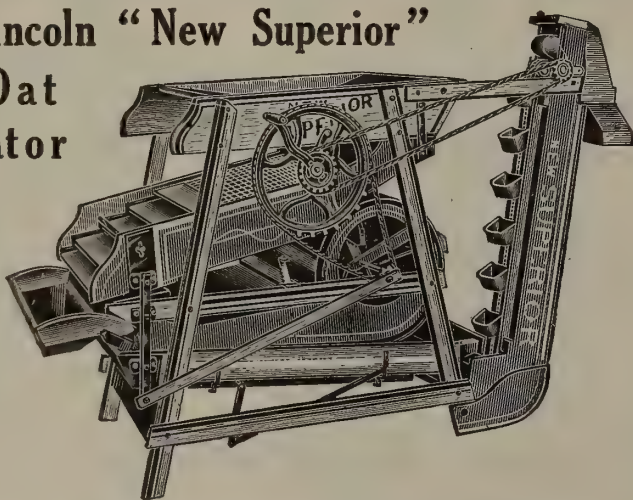
A series of splendid photographic engravings show the details of the various items in the line—from the small metal shingle to a complete store front. The company's line of portable corrugated granaries, stock troughs, wagon tanks, tank heaters and other farm lines are shown, while culverts and well curbs are a strong feature in the catalogue. This book should be a valuable addition to the library of every implement dealer, and we believe that it may be obtained by writing direct to the company at Winnipeg. It forms one of the most comprehensive publications on sheet metal production which we have seen.

## KING OF WILD OAT SEPARATORS

### The Lincoln "New Superior"

### Wild Oat Separator

With our patented open and blank space sieves, it positively separates every wild oat seed, causing them to lie flat, and not up on end.



### Patented Adjustable Wind Boards

are provided so that blast is always under control. Can blow out as much or as little as you like, making it a perfect oat cleaner and grader. The lower shoe is fitted with a cleaning rack that is adjustable, never touching the sieve, but just close enough to knock out any grain that gets stuck when going over the sieve. It is movable, working back and forth about two inches in opposite directions to the shoe. By this improvement the capacity is increased about 25 per cent.

### It is Strong, Well-built and Bolted—Not Nailed

Our machine is built to clean any kind of grain and do perfect work. What the "NEW SUPERIOR" cannot do, no other can do. Exceptionally easy to operate, it will appeal to your customers. Made in Sizes 24, 32 and 42 inches wide, with or without bagger, and with power attachment for gasoline engine if desired.

WRITE FOR DEALER'S PROPOSITION AND FULL PARTICULARS.

## Cushman Motor Works of Canada, Limited

Builders of light weight, high grade Gasoline Engines for all Farm Power Work  
289 PRINCESS STREET WINNIPEG, MAN.



## MOGUL and TITAN Tractors Did their Work



Mogul 8-16

Convincingly on KEROSENE at all of the Big Demonstrations. Did You See Them?



Titan 10-20

## AND NOW HERE IS FALL PLOWING TIME!



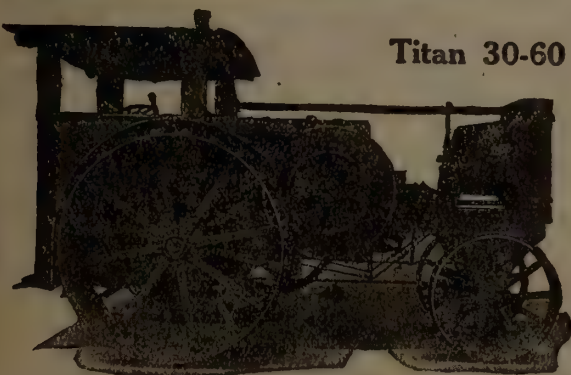
Mogul 12-25

THE most trying days for animal horse-power have been with us for many weeks. Exhausting heat and rush hard labor have been felling the horses. Six hundred horses were killed by heat in one week in one city alone. In the fields it has been the same. News items galore in the papers to this effect: "Ed. Cullen lost a valuable horse last week", "R. G. Dunn is handicapped by the loss of a horse from the heat."



Titan 15-30

Two big factors have been and are at work that will result in tremendous tractor sales by dealers this fall: 1. This evidence on all the farms that horses are not fit for the killing work of harvest, haying, plowing, etc. 2. The big tractor farming demonstrations in Canada and the United States that have been drawing the attention of all alert farmers and that have been visited by thousands of Canadian farmers.



Titan 30-60

**DEALERS!** Plowing time follows close on harvest and drags on into the fall. It is slow work, hardest of all on horses. This is the proper time above all other times to sell Mogul or Titan Kerosene Tractors—now that everything has combined to put your customers in the tractor-buying mood.

**INTERNATIONAL HARVESTER COMPANY OF CANADA, LTD.**

### BRANCH HOUSES

WEST: Brandon, Man.; Calgary, Alta.; Edmonton, Alta.; Estevan, Sask.; Lethbridge, Alta.; N. Battleford, Sask.; Regina, Sask.; Saskatoon, Sask.; Winnipeg, Man.; Yorkton, Sask.  
EAST: Hamilton, Ont.; London, Ont.; Montreal, Que.; Ottawa, Ont.; Quebec, Que.; St. John, N.B.



## ADD AUTOMOBILE PROFITS TO YOUR PRESENT TRADE

It is with pleasure that we announce that we are distributors of these automobiles for the coming year.

We are ready to talk business with Automobile Dealers and others interested in motor car selling. Our Agency Proposition is the best offered in the West Canadian field.

**GRAY DORT  
REO  
PEERLESS**

To individual buyers we offer what we KNOW to be the leading values in the automobile industry. Nationally known—Nationally advertised—these cars stand alone in value, efficiency and service.

Are we represented in your Territory? If not you should get in touch with us NOW, as our Travellers are covering the Territory.

**Joseph Maw & Co., Limited**  
*Factory Representatives*

112-118 King Street Winnipeg, Man.

## BULL DOG FANNING MILLS

Will save your customers part of the \$500,000 lost yearly through western grain being shipped uncleaned. BULL DOG MILLS are known to farmers everywhere as the most efficient mills sold.]

Made in five sizes: 24, 32, 40, 48 and 64 inch sieve widths.

Capacities: 25 to 150 bushels per hour.



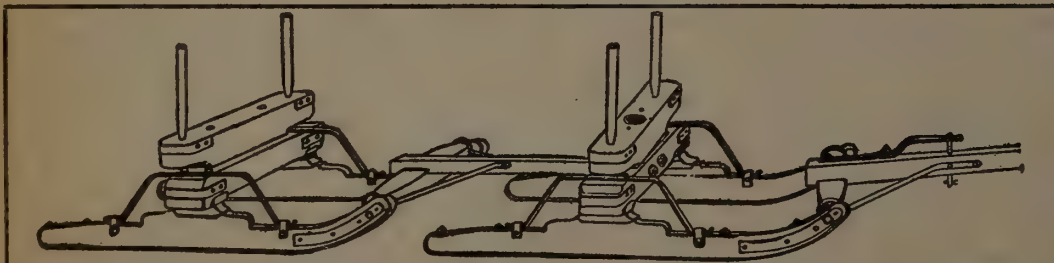
The 40-inch Power Bull Dog, with Wagon Box Elevator.

No farmer, whether his crop is light or heavy, can afford to market his grain this year without first cleaning it. Grain is too valuable to sell dirty. Show your customers the BULL DOG MILL. Every mill is sold on an absolute guarantee. They clean oats, wheat, barley, timothy or clover equally well. Automatic feed, even flow of grain; 4 to 20-foot elevator; 12 sieves and screens furnished with each mill. Power attachments supplied for 24 and 32-inch mills—larger mills fully equipped for power. Get busy and send your Fall orders. We can ship on the shortest notice.

Specialists in Grain Cleaning and Grading Machinery

**TWIN CITY SEPARATOR CO., LIMITED**  
Off Logan Ave. on Quelch Street Winnipeg, Man.

## There's Business Waiting for Dealers Handling Our Lines



Handle the Empire Sleigh and you can control the sleigh trade in your territory. Built by experts and from the best materials. Thoroughly tested—and our guarantee goes with every sleigh. Runners 2, 2½ and 3 inches; depth, 4½ inches; length, 6 feet. Track, 36 and 40 inches. Bolster 38, 40 and 42 inches. Price very reasonable. The superior constructional features in these sleighs appeal to every farmer.

Empire Sleighs have selling points in every feature of their construction. Oscillating Runners of white oak. Heavy Rave Irons. Extra long shoes. Benches and Bolsters of seasoned birch and maple, with heavy steel wearing plates. King Bolt of extra stiff steel. Either long or short poles, strongly braced. Neat in finish and design. Get prices and particulars to-day.

The Tudhope-Anderson Agency assures the Implement Dealer of no Slack Season. Here we have two money-making lines.

## EMPIRE No. 2 SLEIGHS

Cast or Steel Shoes

"THE SLEIGH THAT IS BUILT TO LAST"

## "WINNER" SEPARATORS and CLEANERS

In Three Sizes: 24, 32 and 40 Inches

We guarantee the "Winner" to have double the capacity of any other fanning mill and to do 75 per cent better work on all kinds of grain and seeds. Capacities: No. 1, 30-40 bushels per hour; No. 2, 40-60 bushels; and No. 3, 60-80 bushels. Very easy to operate and gives perfect results. Built throughout of the best materials. Furnished with or without Bagger. Separates, cleans and grades the grain as does no other machine. Have one on your floor and show your customers how to save dockage and cleaning charges. With a "Winner" they can market clean grain and conserve their screenings. Why should they pay the elevator for cleaning when at a very reasonable price they can purchase a "Winner" Separator. A postal card will bring you full particulars and prices of this profit-builder for farmers.

ASK ABOUT OUR AGENCY PROPOSITION

**TUDHOPE-ANDERSON CO., LTD.**  
Winnipeg Regina Saskatoon Calgary





# CANADIAN FARM IMPLEMENTS

VOL. XII., No. 11

WINNIPEG, CANADA, NOVEMBER, 1916

SUBSCRIPTION PRICE IN CANADA { Per Year, \$1.00  
Per Copy, 10 Cents



## UNION BANK OF CANADA

Established 1865

HEAD OFFICE WINNIPEG  
Paid-up Capital \$ 5,000,000  
Reserve Fund 3,400,000  
Total Assets, over 90,000,000

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This bank, having over 315 branches in Canada, extending from Halifax to Prince Rupert, offers excellent facilities for the transaction of every description of banking business. It has correspondents in all cities of importance throughout Canada, the United States, the Continent of Europe, and the British Colonies. Collections made in all parts of the Dominion, and returns promptly remitted at lowest rates of exchange.

Winnipeg, Main St. Branch; D. M. NEEVE, Mgr. Portage and Garry Branch; F. J. BOULTON, Mgr.

## HAIL FIRE LIVE STOCK INSURANCE

### CARSON & WILLIAMS, BROS., LIMITED

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REPRESENTING

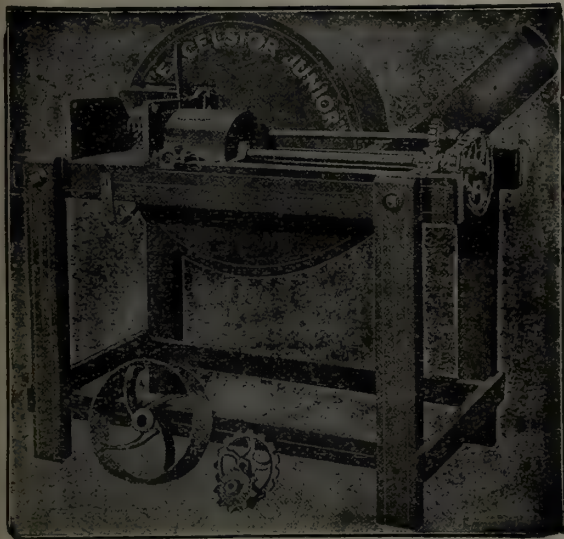
THE LONDON MUTUAL FIRE INSURANCE CO.

THE MILLER'S NATIONAL INSURANCE CO.

THE CANADA HAIL INSURANCE CO.

THE GENERAL ANIMALS' INSURANCE CO.

APPLICATIONS FOR AGENCIES INVITED



## "EXCELSIOR JUNIOR" BLOWER FEED CUTTERS

### EVERY STOCK FARMER WANTS THIS MACHINE

The man with from 5 to 15 head can't do without it. Carries feed to all parts of barn; elevates up to 20 ft. Only 4 to 6 h.p. required, either engine, windmill or horse power. Cuts and elevates  $\frac{1}{2}$  to  $\frac{3}{4}$  ton per hour; 9-in. throat; Blower connection fits ordinary 6-in. stove pipe. One lever controls machine. Get prices and particulars NOW.

### THE WATSON LINE OF QUALITY GOODS:

1½ H.P. Engines	Wood and Pole Saws	Farm and Bush Sleighs
Pulverizers	Barrel Skids	Wheel Barrows
Whiffletrees	Boss Wood Harrows	Channel Steel Harrows
Root Pulpers	Light Delivery Sleighs	Roller Crushers
Bevel Jacks	Boss Steel Harrows	Warehouse Trucks
Push Carts	Feed Cutters (seven styles)	Grain Grinders
Horse Powers	Harrow Carts	Pump Jacks
	Hand and Power Washing Machines	
	"Viking" and "Standard" Cream Separators	

We Carry Repairs for Moline Implements and Janesville Plows

ASK FOR PARTICULARS OF OUR LIBERAL AGENCY PROPOSITION

*John Watson Mfg. Co. LIMITED*

CHAMBERS AND HENRY STREETS, WINNIPEG

## No More Slack Season! Sell the

### "Dominion" Line

Big Profits, Steady Sales and Satisfied Customers

HANDLE OUR FAMOUS

"Dominion" and "Goodrich" Sewing Machines and "Dominion-Reid" Cream Separators

You Can Meet All Competition

INVESTIGATE AT ONCE!

The Dominion Sewing Machine Company

80 - 82 LOMBARD STREET, WINNIPEG

Repairs and Accessories for all Makes of Sewing Machines and Cream Separators



## FOR ANY WAGON OR SLEIGH BOX MADE

EASY RIDING, LIGHT, ADAPTABLE AND DURABLE

CARRIES 600 LBS.

Lloyd's Low-Down Spiral Spring Wagon Seat

They Shorten the Longest Road

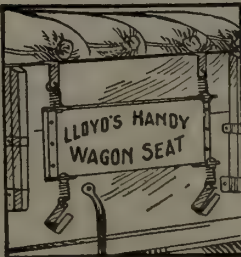
The Wagon Loaded

Takes up no box space. Every farmer is a prospect. Low slung; gives complete control over team. Order your Wagon Boxes without seats, and write us to-day for our prices. It will mean quick sales and easy profits for you.

Wawanesa Wagon Seat Company

Wawanesa

Manitoba



Going Home



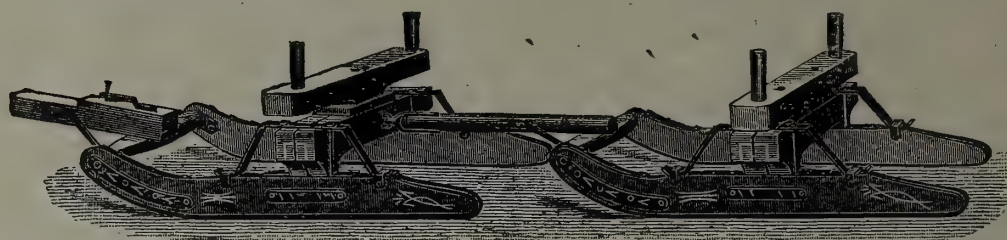
# FOR BRISK WINTER BUSINESS Push ADAMS' SLEIGHS and BRANTFORD CUTTERS

"Winter business quiet?"  
Not for Cockshutt Agents.  
With ADAMS SLEIGHS and BRANTFORD CUTTERS they're selling right from the first of cold weather. They're selling Sleighs for ordinary farm work, for heavier teaming and for heaviest logging work.

And Cutters that get both town and country trade.

Sleighs and Cutters built by Canadians and for Canadian conditions.

There is nothing better than them to be had anywhere. Farmers know it too, and go where they can be had.



## Farm, Teaming and Logging Sleighs

For many years the name "Adams" has stood for the standard of excellence in the sleigh trade of the country. This year we are devoting more time and care than ever to keep them head and shoulders above all other makes.

The woods that go into them are carefully selected by our lumber expert; all are thoroughly dried and seasoned and then manufactured by the most modern machinery and equipment obtainable for the production of high-grade goods.



## SELL BRANTFORD CUTTERS

Because you have access to an assortment of styles that will enable you to fill any order.

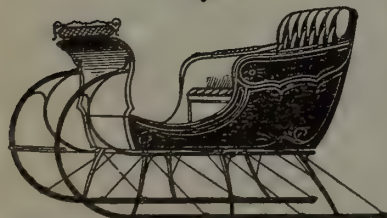
Because they're built only of the very best and selected materials.

And finished in a manner to do justice to their superior quality and strength.

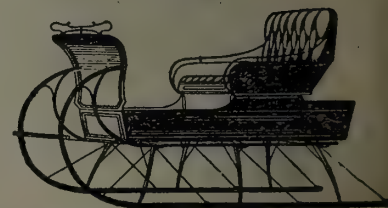
Because they're built for Canadian roads by men who know the peculiarities of Canadian conditions.

Because the name "Brantford" stands for Cutter Quality and is backed up by the "Cockshutt" guarantee of satisfaction.

Because they are popular.



*Now is the time to get busy. If we are not represented in YOUR district write to-day for special dealer's proposition. It obligates you to nothing, it may mean MORE MONEY from your business.*



# Cockshutt Plow Company, Limited

Western Branches: Winnipeg, Regina, Calgary, Saskatoon

Distributing Points: Red Deer, Lethbridge, Edmonton, Brandon, Portage la Prairie



# CANADIAN FARM IMPLEMENTS

Vol. XII., No. 11

WINNIPEG, CANADA, NOVEMBER 1916

SUBSCRIPTION PRICE IN CANADA { Per Year, \$1.00  
Per Copy, 10c.

## DEALERS' FEDERATION HOLDS 17th ANNUAL CONVENTION

On October 11, 12 and 13 the National Federation of U.S. Implement and Vehicle Dealers' Associations held their seventeenth annual convention at the Sherman Hotel, Chicago. The numbers in attendance were larger than ever before, delegates being present from dealers' associations in the following states: Iowa, Illinois, Michigan, Nebraska, Minnesota, North Dakota, South Dakota, Ohio, Kentucky, Texas, Kansas, Missouri and Wisconsin. President P. T. Rathbun, Springfield, Ohio, welcomed the delegates, and in an address said:

"I take it that there are none here but who has had the degree of good business judgment to pass on to the customer the increased cost, born of conditions certainly not in the control of the implement dealer. There are unmistakable signs, however, indicating that the retail implement trade as a whole has not been able to adjust itself, or to keep pace with trade developments. It appears, too, that the dealer's interests have not received an overabundance of thought or guardianship with some manufacturers when lists or discounts were to be changed. List prices, particularly in repairs and extras, have been made "net" and discounts have been reduced without change in ultimate selling price, all to the harm of the dealer's pay for his services and efforts."

### Secretary's Report

In his annual report, Secretary Hodge outlined the activities of the Federation for the past year, commenting on the value of local clubs, on cost education and on the sisal monopoly. In discussing the steel situation, he contended that the advanced cost in materials require that the dealer should be very deliberate about making his specifications. At the same time, he should have the courage to keep up his stock to what he deems will be reasonable requirements. While the farmer's purchasing power has kept pace with

advances in farm operating equipment, yet it is reasonable to expect that these advances will result in some curtailment of sales.

Closer attention than ever should be given to the expense of selling and cost of service. The development of power farming also brought new problems. Many of the manufacturers of tractors are embryo concerns which never had any affiliations with the dealer and are not likely to afford him much protection. "Again," said the secretary, "many of the threshing machine manufacturers are making a tractor. These concerns have not for years confined their business to the dealer. Tractor sales call for sales of engine plows and other tillage tools. These goods are made by manufacturers who have been marketing their output through the dealer, but with some, when an opportunity presents to place these goods with the tractor buyer, the admitted ethics of trade are forgotten."

Regarding the cancellation of contracts, the secretary reported complaints from manufacturers that many dealers have not the proper conception of the obligations they assume when signing contracts. While such practices are to be deprecated, investigation has shown in some cases that dealers were persuaded to overbuy against their better judgment. They later saw their mistake, or trusted to a verbal agreement to the effect that they might cancel orders for various reasons, notably crop failures. Dealers should not depend upon verbal contracts, for contracts which have been duly accepted by the manufacturers cannot be cancelled by the maker after date of acceptance unless the contracts contain stipulations providing for such cancellation.

Comment was also made by the secretary on the good work done by the U.S. farm press in preparing the farmer for advances on the price of machinery, thus making selling easier for the dealer.

Most of these papers had been eminently just and fair in their endeavors to create a better feeling between dealer and farmer.

### Eliminating Repair Discounts

The advance in material prices and resulting advance in repair parts raised many protests from dealers. The repair business is the only branch of implement retailing that has been exempt from the practice of price-cutting, consequently eliminating entirely the discount demoralizes the business to a great degree. Dealers contended that the advance in the cost of repairs is greatly in excess of the increased cost of production. Owing to the fact that many repairs were already considered too high in price, the dealer found it next to impossible to add an adequate percentage for profit, and rather than disturb present relations with his customers he would sacrifice the profit. This may be called unbusinesslike, but the practice obtained and the dealers who know what it costs them to do business were not the exception either.

The advanced price of repairs came in for considerable discussion, especially during the conference between the dealers and sales managers. One delegate was chosen from each of the thirteen associations represented to present the matter to the manufacturers' representatives.

### Cost Education

C. M. Johnson, in an address on cost accounting and simplified book-keeping, said that there are many dealers who have not yet become interested in this phase of the business and who will not be interested in any system unless it is exceedingly simple. Their knowledge of accounting is too limited to permit them to use any but a very simple system and their business does not justify the employment of a bookkeeper. He advocated association activity along the line of producing a simple bookkeeping plan which any dealer would understand.

The discussion on the sale of

tractors brought out some interesting information, many dealers reporting good business from tractor sales. The importance of handling tractors was emphasized but it was considered advisable to sell those machines produced by established and reliable concerns.

C. A. Lukens, editor of Farm Implement News, very clearly explained the ramifications of the sisal fibre monopoly to the delegates, it being the general conviction that stronger opposition from the farmer was necessary, because few farmers were aware of the real situation. Additional publicity was necessary in the farm press.

### Tractor Committee Report

In forwarding its report, the tractor committee stated that nearly all implement dealers in the various U.S. territories were representing one or more tractors, while a majority are now strictly engaged in the sale of light tractors. In the report the following interesting comments were made:

"With reference to commissions, we have concluded that dealers cannot afford the reasonable service expected by our trade and we find that the service demanded by tractor customers is of such volume that we would in no event disregard the well-established cost of doing business in the sale of tractors; in other words, if the tractor of our choice does not carry an adequate profit at the advertised price, it is up to the dealer to establish his own price, or face the reasonable certainty of doing business at no profit."

### Resolutions Offered

The resolution committee offered resolutions on business conditions and binder twine fibre, on the latter count suggesting that the farm papers could be a powerful aid in obtaining the co-operation of the various farmers' organizations. The prices of all metals was commented upon, also the question of implement re-



pairs. The trade press was also thanked for the unfailing efforts made to better business conditions.

#### Conference with Sales Managers

Representatives of the sales managers' department of the National Implement & Vehicle Association met the dealers, when considerable discussion took place on the rediscounting of farmers' paper. Regarding the prices of repairs, comparisons were made by the dealers between the price of certain parts and the price of repairs of the same class supplied by repair manufacturers. It was suggested that there should be a revision of repair lists with the price on every part fixed on an equitable basis and the dealers allowed a discount which would enable them to handle the business with a fair profit.

Representatives of two large plow concerns conceded that a mistake had been made in advancing the prices of repairs by withdrawing discounts. However, the companies who withdrew discounts had issued new lists with retail prices advanced and are allowing the customary discounts to dealers.

Many helpful suggestions were made as to how sales managers can help dealers. It was contended that the sales managers could do much to prevent demoralization of trade by untrained dealers; while sales managers and travelling salesmen could teach such dealers how to sell goods at a profit. The sales managers association claimed that the careful sales manager always aims to protect his trade. Sometimes mistakes are made through lack of knowledge of the conditions. The sales manager should feel that the success of new dealers is essential to the protection of his company's credits and endeavor in every possible way to help the new dealer get started right and keep going that way.

#### Election of Officers

The following candidates were nominated and elected as officers of the Federation for the ensuing year: President, C. M. Johnson, Rush City, Minn.; vice-president, William L. Derry, Vermont, Ill. Directors, E. P. Armknecht, Donnellson, Ia., and M. D. Thompson, Vermilion, S.D.

H. J. Hodge, Abilene, Kansas, was re-elected secretary of the Federation, having served that body since its formation, seventeen years ago.

"The squirrel wastes no time on empty nuts," says a copy book. Neither, Mr. Clerk, does the boss.

## Selling Sleighs and Cutters

Throughout Western Canada nature has rarely been niggardly as regards the supply of snow we receive during winter. Snow and cold weather usually brings a demand for sleigh goods, and in the sale of farm sleighs and cutters the average dealer should have an especial interest at this season of the year.

The sleigh building concern is confronted with the necessity of establishing and maintaining definite policies affecting its product. Shall he make quality paramount, build and finish his sleighs in the best possible way and go after the trade on the basis of superior service and durability? Shall he listen to the lure of low price and bend his energies toward the production of a merely passable sleigh or cutter which can be marketed at a low first cost.

The dealer in sleighs and cutters is confronted with the same problem. Competition is keen and he wants the business. It is up to him to decide how best to get it and hold it. He can concentrate on flashy appearance or low prices at the expense of inbuilt quality, or he can make up his mind to establish a reputation for selling sleighs and cutters of conspicuous strength and service.

Each of these policies has always had its adherents. Manufacturers and dealers alike have decided the problems in their own way but to the close observer of conditions in the sleigh business to-day it is at once evident that the quality policy has been most successful. Manufacturers and dealers who are forging ahead in this line rigidly insist upon quality goods. Cheap sleighs and cutters that fail to stand up under service act as a boomerang upon both their makers and the men who sell them.

There has been plenty of temptation to get away from quality standards, particularly of late years. The increasing cost of lumber, for instance, has led some makers to substitute cheaper woods in order to keep down production costs. Standards of workmanship have degenerated for the same reason, and in many cases novelty features of little practical service have been adopted to furnish "talking points" for the salesman.

Experience has clearly shown, however, that the manufacturers who have steadily refused to cheapen quality have profited permanently by their stand and that dealers who have tenaciously

stuck to the quality lines have been the gainers by "playing the long game."

The sleigh buyer realizes that strength and service are essential. He is a close buyer and he is usually more concerned with what value he is going to get out of a sleigh than with how much money he must put into it. The dealer who wants to build up his sleigh business on a sound basis must fully satisfy his customers. When he sells a sleigh that gives lasting satisfaction, he creates a booster for his business, but when he sells a cheaply built sleigh, he is pretty sure to create a knocker!

Take all the lines of farm sleighs and cutters which have maintained their popularity in the Canadian market, and you will find that in spite of the advance in manufacturing costs there has never been any substitution of cheap materials. In these lines the ideals of quality, service and reliability predominate.

#### Winter "Joy Riding"

In snow the modern automobile does not stand much of a show. As in summer travel, the automobile can scarcely hope to be popular with younger Canada. A young fellow cannot steer an automobile with safety through snow and at the same time keep his arm around the dainty waist of May or Sadie! The cutter is one of Dame Cupid's best assistants and every farmer's son is well aware of the fact. What girl will forget the feeling as she swept down the street in a nice new cutter, the nag being piloted by Jim, while on the sidewalk stood another young lady who had also matrimonial hankerings after the said Jim? Along with the buggy, the cutter will continue to be the best kind of vehicle ever developed to go courting. The zip and tingle of the frosty air, the jangle of the bells and the swift, easy motion along the road, what man-jack of us, although we now prefer the fireside and a book, can forget these joyous days of youth? Bald is the bean that does not smile reminiscently over the long ago nights and the sleigh rides!

Give the modern farmer's son a nice, attractive cutter and a good horse which has learned when to trot and when to loaf, and the way to the marriage license bureau is easy!

#### The Utility Sleigh

What the farmer generally requires for winter work is a strong and substantial sleigh of great carrying capacity. He wants it

to be built of the best materials—the finish is of secondary importance. He wants it to be non-tipping, with all the advantages of free oscillating runners. The shoes, either steel or cast, should be of the proper length and design to give light draft and good road-holding qualities. The bench may be trussed, greatly strengthening this usually weak point. The reach and front bolster are points of particular importance, for their design should embody a broad foundation to eliminate the possibility of the load tipping. Generally speaking, the more level the front beam of the sleigh, the easier it is for the runners to oscillate. A sleigh tips most easily when loaded and turned half way or more around with nothing under the end of the bolster. As the load is pulled forward, the momentum is backward. If the design is such as to hold the hound and bolster level, the load is kept from tipping over.

The reach on oscillating sleighs is sometimes bolted to the front bolster. This places entire strain of pulling hind bob on front bolster and beam, causing them to tilt backward. The secret of free oscillation of the runners on this style of sleighs consists in holding the beam level.

The main features in a sleigh which demand attention are usually pivoted beams and freely oscillating runners. The front bob should be as hard to tip as the hind, while it should make a complete turn. The reach should be of great strength, while the knees should be of proper design. The design should be such as to counteract the pull of the hind bob on the front bolster, keeping the beam level. A full circle bolster plate is a valuable feature, while the tongue should give a close hitch and light draft. Side-irons on the runners will be found on many makes of sleighs.

With bush sleighs, cross chains can be used to enable the user to lengthen the sleigh without removing the bolts. Such a sleigh does not require a reach. In selling in town the light delivery sleigh will be found to be a good line, but in all sleighs the shoes should be well turned up so that the vehicle can be backed easily. The best of materials in runners, benches, poles and reaches is a feature that the dealer should enquire into when investigating a line of sleighs, for on the quality of the woodstock depends the serviceability of the sleigh.

#### Pleasure Sleighs

Pleasure sleighs may be made in a wide variety of types, from the large three-seated livery



sleigh to the last word in speed cutters. The piano box sleigh with auto seat is popular in many districts, while in the majority of sleighs for travel plenty of leg room and high side seat panels, also a high seat back are in demand. An important development in sleigh design is the fore-door cutter. This gives a degree of comfort not to be found with the old type of vehicle. The steel cutter is another vast improvement on former models, this type of sleigh being equipped with close-fitting fore doors and steel panel bodies. The side panels, back panels and dashes of these cutters are made of pressed steel shapes, the steel panels being riveted or screwed to the frame work and the corners covered with a rolled crescent corner iron moulding. The use of this steel panel construction gives a much stronger and better finished cutter than was formerly procurable. The steel panels are not so liable to breakage as wood, while they do not check, splinter or warp. Moisture has no damaging effect upon them and a fine enamel finish can be given the cutter, adding to its appearance.

The development of the top cutter has lead to a vehicle which is comfortable in even the coldest weather. With a good top,

fore doors and curtains, a cutter can be made as comfortable as any automobile. These tops or hoods fold up when not in use and are an important adjunct to the cutter in cold, disagreeable weather. The runner materials and design in the modern cutter are strong features in its sale, and strength is as necessary as the more visible qualities of graceful appearance and attractive finish.

#### Good Display Essential

In handling a line of cutters, it must be admitted that fanciful finish and tawdry trimming make little appeal to the modern customer. Such embellishment looks cheap. Quiet, artistic finish will sell before the former type of cutter. The dealer generally realizes the value of quiet painting and trimming combinations, and freak jobs are not popular. Gaudy goods savor of vulgarity. In the sale of sleighs it is essential that the dealer has a good display on his sample floor, and few lines more readily lend themselves to an attractive layout. The dealer should also do a good deal of advertising in his local paper, preferably using cuts, which he can easily get from the manufacturer of the line he handles. Sleighs and cutters need local advertising so as to arouse the farmer's interest. He may have

an old sleigh which he thought might do until your offer confronts him. Do not fear to advertise your sleigh lines. They are staple. Let the public know that you stock the latest in sleighs and cutters and how well you can serve them. A good sized space in the local newspaper will show you sleigh business that you did not think existed.

#### The Future and Farm Machinery

It would seem probable that on the conclusion of the war the stocks of farm machinery in some of the belligerent countries will be absolutely exhausted. A very large demand for agricultural machinery of all kinds is very likely to take place in Europe, and while America will do much to fill this demand, Canada should also do a very large machinery export business.

After the war, European countries will feel the immense loss of men, the loss of labor-power. Machines may be replaced; human lives are an irreparable loss. There is but one alternative if the British Empire and the other belligerent countries of Europe, and their colonies, are to get back to a basis of normal agricultural production. That is the greater use of labor-saving machinery. The

largest number of men who have fallen in the war were engaged in agricultural pursuits. Consequently, European nations will have to supply themselves with the best labor-saving devices along the lines of agricultural implements, machinery and farm-operating equipment.

That this need is realized is seen by the fact that already France has had in the United States a commissioner, who is an expert in farm machinery, looking into the types used on the farms of America. It would, therefore, be one of the necessities of the future that those who are planning the development of Canadian industries after the war should find out what is wanted abroad, prepare to establish connections and be ready, just as soon as war is over, to place Canadian agricultural machinery in foreign markets.

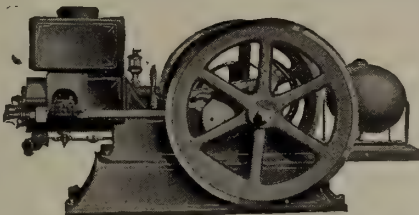
#### The Ubiquitous Horse

Though the sound of the auto is heard throughout the land and the scent of gasoline is wafted over mountains, plains, ordinary fields and city streets, and, though Canadians are talking and thinking in terms of the automobile, the horse somehow seems to hold his footing.

## For TWENTY YEARS The LEADER IN THE FARM ENGINE FIELD Waterloo Boy Kerosene Engines

Made in Sizes from  
1 3/4 to 12 H.P.

WATERLOO BOY Kerosene Engines are in use to-day on over 100,000 farms. They are the Gold Medal winner at three International Expositions.



For all-around farm use you cannot sell a better engine. Develop full rated horse power on kerosene. Strongly designed and durable. Equipped with oscillating magneto. Requires no cranking to start. Built for either kerosene or gasoline, and covered by a strong guarantee. Can be supplied either mounted on skids or iron sub-base. This cheap fuel engine of simple design and unequalled quality will prove a winner for you. Get our agency proposition on them.

## Waterloo Boy Kerosene Tractors



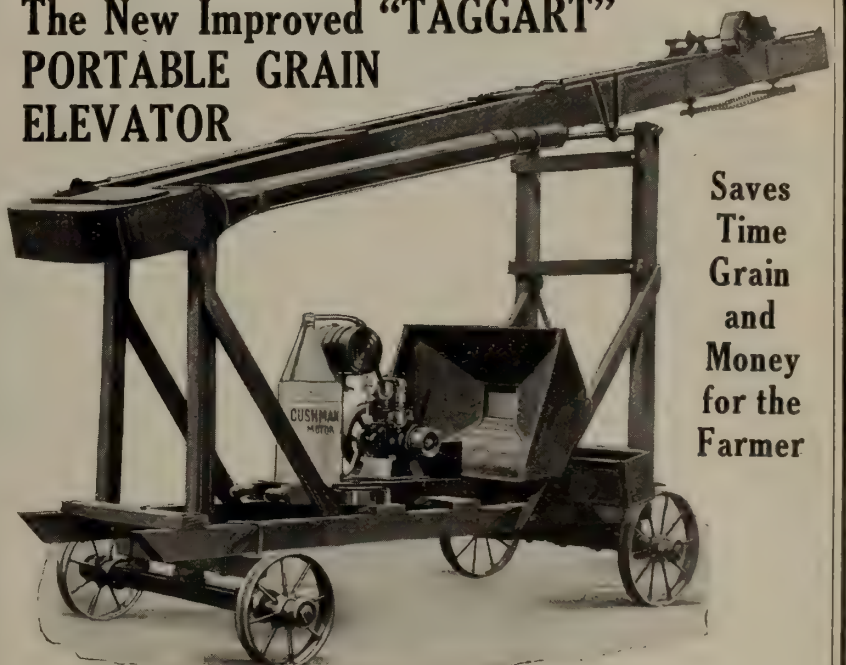
Pull three 14-inch plows. Operate a 24-inch separator. The most successful kerosene tractor on the market. Low price—simple design—great power—cheap fuel—long life—reliability—accessibility of parts. You cannot sell a better light tractor than this.

We handle Saws, Electric Light Plants, Hand and Power Washers, Elevators, Pump Jacks, Milking Machines, etc.

Alberta representative: H. P. NORTON & Co., Calgary.  
MACHINES IN STOCK AT WINNIPEG, REGINA AND CALGARY

**Gasoline Engine and Supply Co. Ltd.**  
P.O. BOX 644 WINNIPEG, MAN.

## The New Improved "TAGGART" PORTABLE GRAIN ELEVATOR



**Saves Time Grain and Money for the Farmer**

The most economical machine that the dealer can handle. Takes all the back-breaking drudgery away from handling grain. The New Improved "Taggart" gives the greatest efficiency obtainable in grain elevating machinery. Handles 750 bushels per hour with ease, whether at the car or bin. Very reasonable in price.

### GREAT CAPACITY LOW COST

The New Improved "Taggart" is built throughout of the best materials. Every part carefully machined and assembled. Hopper and conveyor are adjustable; flow of grain is regulated by cut-off slide. Worm conveyor, extra large buckets and flexible spout deliver the load at any angle or height up to 21 feet.

Ask for our Liberal Proposition to Dealers. You can sell this Elevator. Get the Agency NOW.

**Cushman Motor Works of Canada, Ltd.**

Builders of light weight, high grade Gasoline Engines for all Farm Power Work  
289 Princess Street, Winnipeg



## The Barn Equipment Business

When the average farmer builds a good barn he spends considerable time in figuring just how he will arrange his cows, horses, etc., and by the time he gets the barn well under way he is usually fairly ready to consider anything in the way of improvements for it. When the dealer is covering his territory and discovers a man in this state of mental development as regards his barn, the dealer has got a live prospect for barn equipment.

A good barn is not complete without its being equipped with a hay track, hay carrier, litter carrier, slings, steel stanchions, etc. If the barn is not so far advanced it is an easy matter to impress the farmer with the fact that you can supply the necessary barn-door hangers and track. The farmer has built a good barn and wants something permanent in the way of equipment. Right here is where the dealer can pull out a catalog and show him views of the interior of barns fitted up with full modern equipment. Steel stalls and stanchions are too well known for their sanitary points and efficiency to need any lengthy comment. The added expense of a stall for each cow is, in fact, a

good investment. For years the prospect has been laboriously clearing out his barns by means of a wheelbarrow. He recollects the weary pushing along a plank—the daily drudgery and dirt of it, and the spring days that turned the exterior of the barn and the old manure pile into a perfect quagmire. The interest on 75 or 80 dollars invested in a litter carrier outfit only amounts to a few dollars annually—surely a sum that is being compensated by the ease in which the barn can be cleaned and the distance away from the interior at which the manure can be dumped.

One of the main essentials in selling a barn equipment outfit is for the dealer to know his goods and be able to figure on just what the farmer will need in the way of track, hangers, rope, etc., as few farmers know their actual requirements, even though they have an idea of what they want. The dealer who is right on the ground and can assist them is bound to gain their friendship and get the business.

To build up a barn equipment business the dealer must have the goods on display in his store; fifteen or twenty feet of litter carrier

and hay sling track, a few carriers put up so that farmers can see them are a fair suggestion of what actually can be done in lightening labor in the modern barn.

Every farmer realizes the value of good stanchions, etc., and by "rigging up" a sample stall where the customers can see it the dealer will sell hundreds of stanchions every year, even to customers who are not buying stalls and other equipment.

In commencing the barn equipment business, especially in the line of litter carriers, stanchions, stalls, etc., it is advisable to pick out a few of the most prosperous farmers in your neighborhood and work on them until you have sold at least one outfit.

The rest will come easy, as the man who takes pride in his herd of cattle will never rest easy until he feels that they are shown up just as favorably as the "other fellow's," and anyone who has ever been on a farm knows that cattle housed in a well-equipped barn show up to better advantage than the old way.

### Live Stock Decreasing

In spite of all that has been said and done to stimulate production, it is disconcerting to find that there has been little or no response in the matter of live-stock. Canada has fewer animals at the present than she had a year ago.

In 1915 we had 2,600,000 milch cows, a number which has decreased by 63,000 during the year.

Of other cattle a year ago we had 3,400,000, now we have 85,000 less.

Of sheep 2,038,000 a year ago, and but 1,965,000 now.

Swine show a decrease of 297,000, dropping from 3,111,000 to 2,814,000.

Horses have decreased by 5,000 during the year, and now number but 2,990,000.

This decrease in the number of livestock is a serious problem, especially in view of the rapid increase in the cost of living. For the average city dweller, meat has now reached almost prohibitive prices, which will obtain just so long as the number of animals continues to show a yearly decrease.

Take Saskatchewan, for example: The total surveyed land area of Saskatchewan comprises 76,752,841 acres and now supports approximately 667,000 horses, 930,000 head of cattle, 200,000 sheep and 330,000 swine, which means that there is one horse to every 115 acres, one head of cattle to every 82½ acres, one sheep to every 383 acres and one swine to every 233 acres. If all the live stock were evenly distributed throughout that province, each quarter section of 160 acres would only be carrying about 1½ horses, 2 cattle, half a sheep and ¾ of a swine. Surely these figures prove that the numbers of stock on our western farms is utterly inadequate. The dealer should do all in his power to arouse an interest in live stock in his particular community.

### The Importance of Manure

The natural fertility of the soil cannot exist indefinitely. Even in the rich new soil of the West there must sooner or later develop a lack of those plant food elements which are so essential to the production of crops. In a recent address, Dr. W. E. Taylor, soil expert for Deere & Co., Moline, gave some important facts regarding the importance of manure conservation, which facts may be readily applied by the dealer in his selling points for that most important part of modern farm equipment—the manure spreader. Dr. Taylor said:

"A ton of ordinary barnyard manure contains about thirty pounds of nitrogen, phosphorus and potash, three of the more important elements. "These elements represent approximately eighty per cent of the plant food utilized in making the feed eaten by the animals. While the amount is small it is very essential that it should not be wasted, but be returned to the soil. We seem to forget that the most valuable part of the manure is the organic portion, the substance, bedding, etc., which makes up its bulk, for it is finally resolved into humus, an indispensable substance in making plant food elements available. It also contains all of the plant food taken from the soil in its growth. I want to say to you that humus

## Sell BT Hay Tools

BT stands for Best

### SELL BT SLING CARS

Thousands of sling cars, sling pulleys, and track are being sold in the West at the present time. Scarcity of labor makes it necessary for EVERY farmer to have a sling outfit in his barn.

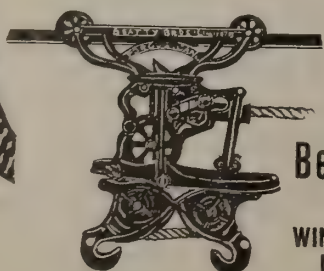
### BT Line the Best Seller

Four times as many BT Sling Cars are sold in Canada as all other makes combined. Our car is built especially for the West. It weighs 55 pounds—a heavy car, for hard work. It will stand the stress and strain of heavy sling work. It will clean the track in two or three lifts.

### SEND FOR CATALOG

Fully illustrated catalog shows our whole line perfectly. Send for it. Get our prices and terms. We want a live agent in every town of the West. There are a few localities in which we are not yet represented, and for which exclusive contracts may be had.

Now is the time to write, as we make all arrangements with local Agents in the Fall.



Beatty Bros. Limited

Dept. G 289

WINNIPEG  
Man.

EDMONTON  
Alta.

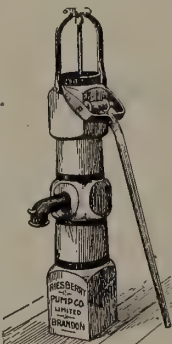
We also make  
Pumps,  
Churns,  
Steel Stalls,  
Water Bowls,  
Manure  
Carriers,  
Steel Horse  
Stable Fittings,  
Ladders,  
Washers,  
Grinders, etc.

## PUMPS

AND

### Clothes Reels

Made in the best equipped factory in Canada. Pumps for deep or shallow wells. We don't claim to make the cheapest pump in the world, but we claim to make the BEST and as cheap as any other. Ask for dealer's prices.



SUCCESSORS TO

The Riesberry Pump Co.

(Established 1882)

North-West Pump Co.

19-6th Street, Brandon, Man.



is just as essential to make available all of the elements, both in the soil and in the atmosphere, as water is necessary to make sand and lime useful as plaster.

"Soil is not a dead thing, but a living mass of bacteria. Those bacteria are laboratory workers; they make plant food compounds out of elements just as the chemist makes compounds from elements of his laboratory, and those bacteria cannot survive, cannot perform their functions if the soil is devoid of humus and live humus at that."

### The Selection of an Engine

It should be the dealer's aim to select a line of engines that will, first of all, prove satisfactory for general farm work and give the owners a minimum amount of trouble. First cost should, in reality, be a secondary consideration. A farmer who is well pleased with the service that his engine gives him is not very apt to give much thought to the question of first cost. If the dealer is able to convince his prospect that durability and reliability of operation should be considered before price, he will have solved one of the big problems in selling gas engines to farmers.

When the farmer makes up his mind to buy a gas engine, he naturally wants to buy it at as low a price as possible; this is human nature. But, mind you, he also wants an engine that will be reliable and give him good satisfaction. The mistake should not be made in thinking that, just because a farmer wants to purchase his engine at as low a cost as possible, what he really wants is a cheap engine, that is, a cheap engine as far as first cost is concerned. Such is not the case at all. While every farmer wants to buy at rock bottom prices, most farmers are quite willing to pay what an engine is worth, and, furthermore, they want their money's worth.

### The Functions of the Dealer

A large majority of manufacturers and farmers recognize the implement dealer as the established medium through which farm machinery should be handled and sold. They further concede that the dealer is entitled to a fair and just compensation for his labor and service. The dealer has ever been in the unenviable position of serving two masters—as he is the seller of the product of the manufacturer and also the factory buyer for the farmers of his community. And it is a hard thing to serve two masters, as

many a dealer has found by sad experience.

A good, live implement man wants the machine he is selling on his floor so that he may show its working and enlarge on its value to his prospective customers. And should the demand exist, he will have sufficient of any one type of machine to fill the requirements of his territory. You can never foresee the moment when some farmer may come in to buy a particular machine, consequently a sale may be lost if the machine is not on hand.

No dealer thoroughly familiar with conditions in his territory should hesitate for a moment to push the sale of any farm implement or machine he feels will be of genuine benefit to the farmer, nor should he hesitate to turn down just as readily any machine or implement he thinks will not

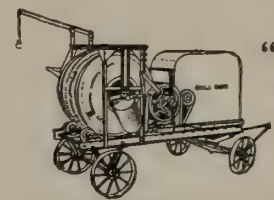
be a paying investment. If the machine he sells will be of benefit to the farmer he will be doing him a service to call it to his attention, and the dealer will make a friend by doing it.

The manufacturer who is wise wants his implements and machines to give satisfactory service, in fact they must be satisfactory or he cannot continue in business. On account of distances, if for no other reason, he cannot give personal service to the farmer in setting up, starting and adjusting machines. He cannot have repair depots all over the country at which the farmer can get repairs, consequently the dealer is necessary to him.

On account of his knowledge of local conditions, and on account of the service he can render the farmer in supplying the machine and getting it properly started,

also on account of his continual contact with the latter should trouble or complaint arise, the dealer has been, is, and will be, the greatest factor in the sale and distribution of farm implements, machinery and farm equipment. And the more valuable he makes himself to his community, the more valuable he will be to the jobber and the manufacturer, hence the greater will be his success in his chosen calling.

Some dealers don't last any longer in a community than a goldfish.



**LONDON  
"BULL DOG"  
Batch Mixer**

Pays for itself in 20 days. Built to last a lifetime. Send for catalog No. 1 B. London Concrete Machinery Co., Dept. K, London, Ont. World's Largest Manufacturers of Concrete Machinery.



## What is the Selling Magic IN THE NAME DE LAVAL

**WHAT** is it that makes the name "De Laval" so effective in selling cream separators? Why does it mean so much to the cream separator prospect?

It really is not the name that sells the machine; it is the reputation of the machine itself. The name simply is a mark by which the farmer identifies and picks out the machine he has the most confidence in. He knows it is most extensively used and that those using it are thoroughly satisfied. It is the quality, service and value of the machine he has in mind, and he knows that back of the name "De Laval" there is a record of good service that makes it the safest buy.

It might be easier to sell some other separator if it were branded "De Laval," but it would not be easy to keep it sold. After the machine had been in use a while the name would not offset the poor work and annoyance that would follow. The good name would soon lose its force if the quality were not in the machine. It is what is back of the name that produces the result.

The De Laval is the easiest separator to sell and the least troublesome after it is sold; therefore it is the most profitable one for you to handle. Your profit is clear. It is not eaten up by your having to be continually going back and patching up the sale. You can sell a De Laval with the same freedom from a come-back as you can a pound of nails.

**If you think we need a good agent in your locality and desire to link your good name with the good name "De Laval," let us have your agency application at once. There will be profit and satisfaction for all concerned when you hang out the De Laval sign.**

**DE LAVAL DAIRY SUPPLY COMPANY, LIMITED**

**Largest Manufacturers of Dairy Supplies in Canada**

**WINNIPEG**

**VANCOUVER**

**MONTREAL**

**PETERBORO**



## N.I.V.A. Convention

On Oct. 20th the 23rd annual convention of the National Implement & Vehicle Association came to a close at Atlantic City, N.J. More than 250 members of the organization attended the convention.

In his annual address, Pres. Brosseau pointed out that a readjustment was necessary in the methods of selling in the business. He said: "The only objection to cash terms is that the implement business is different, but it is different only because it is permitted to be different."

In his report, Secretary C. W. McCullough maintained that as the problems of manufacturing and distribution increase, the retail merchant should be taken into the confidence of the manufacturers, the facts relating to difficult situations being placed before the dealers. The success of dealer and manufacturer is so interlocked that the failure of one is likely to mean the failure of the other.

H. J. Hodge, secy. of the National Federation of Dealers, addressed the meeting. He said that the various associations tried at all times to get dealers to take

an interest in trade journals, as he considered the trade journal one of the most educative features in the business. He also commented on the increased cost of repairs.

The report of the committee on manufacturing costs came in for considerable discussion, while G. A. Ranney, of the I.H.C., gave a valuable address on "Increasing the Dealers' Cash Resources." Mr. Ranney heavily scored the practice of giving indiscriminate credit.

Resolutions were passed on arbitration, the bureau of education, good roads, agricultural extension, the retail dealers, American merchant marine, export business, etc. Regarding Canadian Tariff Regulation, the following recommendation was offered:

Whereas, we have received from time to time complaints from our members regarding difficulties in adjusting with Canadian customs authorities, the question of valuation on goods exported to Canada;

Resolved, that the executive committee be requested to inquire into the situation and that our foreign sales managers' de-

partment co-operate with them in furnishing them data regarding these complaints.

Joseph Dain, of Deere & Co., Moline, Ill., was elected president for the ensuing year, and C. S. Brantingham, of the Emerson-Brantingham Co., chairman of the executive committee, which is composed of the following: W. H. Stackhouse, H. J. Hirschheimer and G. N. Peek, of Deere & Co.

### Cockshutt Outlines Export Possibilities

There is no doubt that the agricultural implement export trade of Canada will increase greatly after the war. That a demand exists abroad for farm machinery is evidenced by the fact that the agricultural authorities of the French government asked Hon. Col. H. Cockshutt, president and managing director of the Cockshutt Plow Co., Brantford, Ont., to prepare for them a report on farm machinery adaptable to French agriculture. This report has been compiled by Col. Cockshutt and has been forwarded to the French government.

### Somewhat Typical

In the implement business we come across some jewels of letters on complaint files, but this one received by an automobile concern from one of its agents takes some beating. It reads:

Dear Fren:

I got the autmobile wich i by from yu alrite but wy for God sake you no send the handle; wats the use the autmobile wen i doan have no handle. How the hell i start him. I lose my customer sure ting. Yo doan treet me rite is my money no so good like odder feller. My customer he holler like devil wen he want take best girl ride but no got handle for his autmobile. Wat you tink anyway? I guess yu pretty much fool and better that i get new conneshun with other fatory what got some sense. Suppose you doan send that handle pretty damn quick i goan send this maycheen back COD. I know lot compani glad to biznes with me. Good by i hope you go to hell.

respectly  
Abe Rushbottom.

P. S.—Since i wrote this letter i find the dam handle in the tool box. Excuse.

The best friend that the gas engine ever made is the implement dealer.

### Get Back to Buggies

A good buggy represents a small investment, consequently, the depreciation amounts to little or nothing. The operating expense in most cases is not direct, because horses have to be maintained on the farm and the use of them for the buggy does not add materially to the cost of their upkeep.

A buggy is a good, old, staid, reliable, everyday proposition. Winter and summer, whether the weather is hot or cold, wet or dry, it can be depended upon—always and everywhere. And there isn't a day in the year you can't use it, regardless of weather or roads.

Considered from a business standpoint, the buggy has come back to stay. It will be staple and always a profitable line to handle. It never has and never will cause the dealer much trouble or anxiety after the sale is made.

In the recent past, dealers have felt afraid of the automobile influence on the buggy business. They have hesitated about keeping up their buggy stocks and going after business aggressively. The buggy business is still profitable and will respond to good merchandising methods as in the past.

### Fitness to Receive Credit

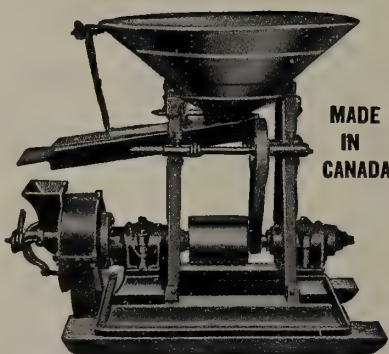
When the retailer goes into a wholesale house for the purpose of opening an account, he is subjected to a pretty stiff examination regarding his fitness to receive credit. Some day this same system, as used by the credit manager, will be the policy of the majority of implement dealers. They will realize that there are too very important factors to consider when extending credit to the customer. First the dealer will have to be dead sure of the customer's ability to pay for the machinery, and next whether he will be willing to do so. If a farmer has the ability to pay, and the willingness to meet the bill when it falls due, he may be classed as a pretty good credit risk.

## HANDLE THE FAMOUS "IDEAL" LINE Maple Leaf Grain Grinders Get You The Trade



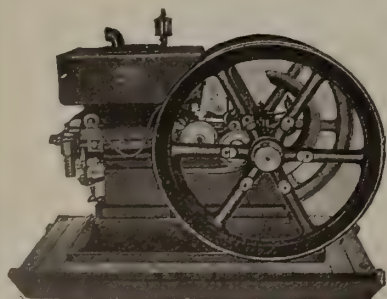
Made in 6, 8, 10, 13, and 15-inch sizes; 8 and 10 in. are equipped with either flat or concave plates; 11, 13 and 15-inch with flat, reversible sectional plates. Here we show our low base, heavy service grinder, with sectional flat plates.

Our grinders sell, satisfy and stay sold



MADE IN CANADA

### "IDEAL" GAS, GASOLINE OR OIL ENGINES



Made in 18 different sizes—from 1½ to 60 h.p. Equipped with high tension igniters—no batteries required. Double exhaust, low fuel consumption. Get particulars of the "Ideals."

We manufacture Gas, Gasoline or Oil Engines from 1½ to 60 h.p. Grain Grinders, Pump Jacks, Pumps and Pump Cylinders, Saws, Windmills, Tanks, Combination Threshers, Tractors, Concrete Mixers, etc. Get our Agency Proposition.

**GOOLD, SHAPLEY & MUIR CO., LIMITED**  
WINNIPEG REGINA CALGARY

### Sell our Steel Pole or Cordwood Saw Frames



Exceptional strength and rigidity. Extra heavy shaft; dust-proof, interchangeable bearings. Frame furnished galvanized if desired. Saw supplied in 22, 24, 26, 28 and 30 inches. You can't sell a better frame.

## Mr. DEALER Cater Can Sell You

Wood or Iron Pumps cheaper than any one in the West.

Get His Prices Before You Order.

**Brandon Pump & Windmill Works**

Brandon

Man.



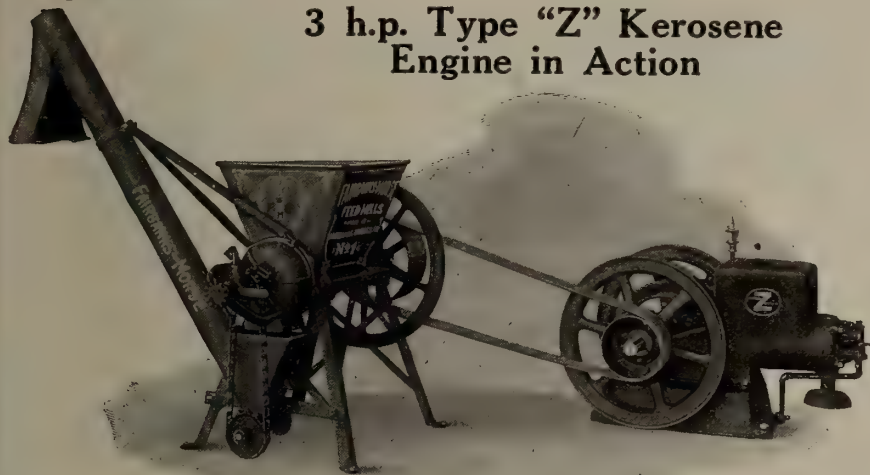


# With a Type "Z" Engine on Your Floor—

backed by the reputation of the Canadian Fairbanks-Morse Co., Limited—you will be able to paralyze mail order or any other kind of engine competition. Never in the history of this Company has so much real engine value—with profits for the dealer—been offered.

Let us tell you all the selling points of the Type "Z" and get them fixed in your mind. Realize the importance of such an ideal combination of power—performance—simplicity—design—construction—workmanship—engine service—and profits to you.

**3 h.p. Type "Z" Kerosene Engine in Action**



Your customers will save money from the start by buying a Type "Z" engine from you. They will get reliable service—avoid repair expense—save fuel and time. There is no engine in the same class at any price.

## We Want Live Agents in Unrepresented Territory

To you who are not selling the Type "Z" engines, we offer a profitable proposition. There is no reason why you should not benefit by it. It includes a good profit, an abundance of co-operation to you from us, and co-operation from us to your customer THROUGH YOU. Why not write us about this to-night?

**The Canadian Fairbanks-Morse Co. Ltd., Winnipeg, SASKATOON, SASK. CALGARY, ALTA.**



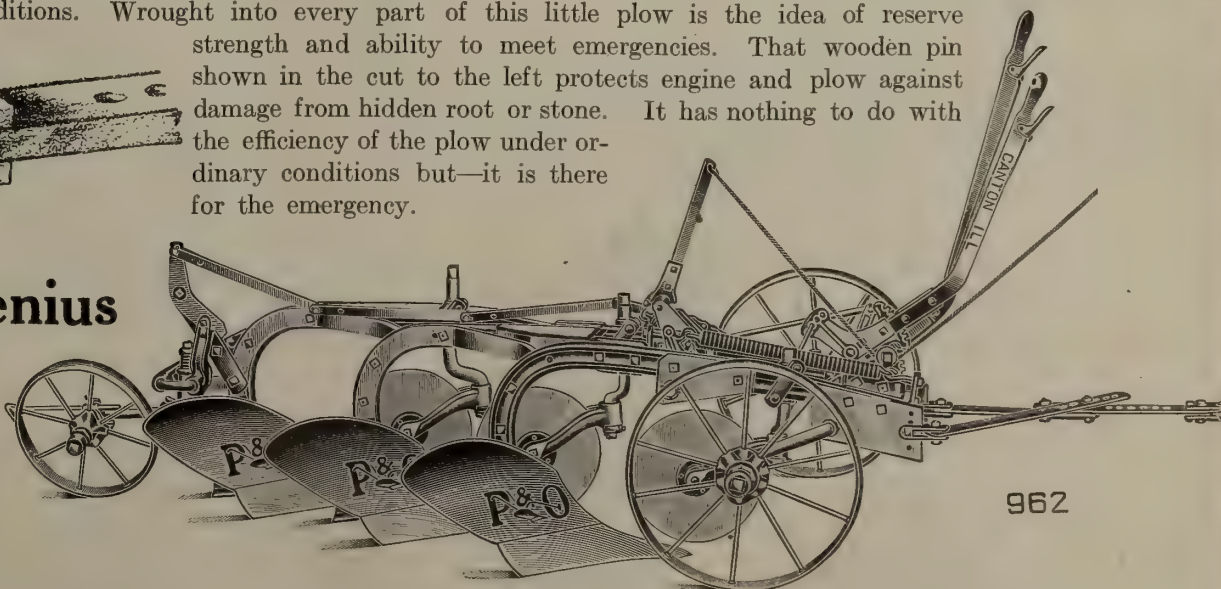
**The  
Pin  
Break  
Hitch**

## The consideration we have given to details

is one of the important factors in the remarkable record of the P & O Little Genius. It is the factor that enables the Little Genius to make good under adverse conditions. Wrought into every part of this little plow is the idea of reserve strength and ability to meet emergencies. That wooden pin shown in the cut to the left protects engine and plow against damage from hidden root or stone. It has nothing to do with the efficiency of the plow under ordinary conditions but—it is there for the emergency.

## The P & O Little Genius

is the ideal little plow for use with any small tractor. It is easily controlled; its high level lift gives ample clearance in trashy ground. A wide choice of bottoms makes it adaptable to any kind of soil. The rear wheel lift is absolutely positive. Automatically retreating levers prevent interference in turning. Wide range of hitch adjustment. Write now for catalog, "P & O Power Plows."



962

Made by PARLIN & ORENDORFF CO., Canton, Ill., U.S.A.

**International Harvester Company of Canada, Limited**

WINNIPEG BRANDON REGINA SASKATOON YORKTON NORTH BATTLEFORD ESTEVAN CALGARY EDMONTON LETHBRIDGE

SALES AGENTS  
FOR CANADA



### C. W. C. Westaway Accident-ally Killed

We regret to report the death by accident of C. W. C. Westaway, assistant manager of the Massey-Harris Company at Regina. While shooting near Qu'Appelle, on October 14th, accompanied by some friends, deceased was kneeling near a slough. A flock of ducks passed overhead and the men rose to shoot. It is believed that Mr. Westaway in rising stumbled in a badger hole near him and to save himself from falling threw out his gun, which in some way exploded. The shot struck him just behind the right ear, death being almost instantaneous.

Deceased, who was well known to many Western dealers and very popular with his business associates, was buried at Brantford, Ontario. A Masonic lodge took charge of the interment.

### New Advertising Manager for Tractor Co.

On Oct. 15, William A. Jones was appointed advertising manager of the Happy Farmer Tractor Company, Minneapolis, Minn. Few men have had such experience in the trade as has Mr. Jones. For many years he was

editor of the Implement Trade Journal, Kansas City, in which position he had the opportunity of making many close friends among the implement dealers in Western territory. Later he served as secretary of the Iowa Implement Dealers' Association, where he was enabled to add still further to his acquaintance among dealers.

With a wide knowledge of the problems confronting the retail implement dealer, Mr. Jones should be a decided acquisition to the Happy Farmer Tractor Co. His many friends in the implement business wish him every success in his new position.

### New Stooker in the "Movies"

Recently Pantages Theatre, Winnipeg, showed moving pictures of the Bell Automatic Shocker in operation upon the grain fields near Winnipeg. This machine is the invention of H. E. Lancashire, of Winnipeg, and is being put upon the market by the Bell Automatic Shocker Co., of which H. Bronfman is president and W. Jones vice-president. The machine, which was developed by the Christiansen Harrow Works, Winnipeg, was first tried on the farm of Mr. Bolton, near Russell,

Man., in 1915. It is stated that the principles of design were correct, but that more strength was required, consequently the machine was rebuilt and tried this year in the Dakotas, where, report says, it did very satisfactory work. It was tried out this fall on a farm near Transcona, where observers claim it did very good stooking. The Christiansen people are confident that they have got the right machine and are preparing to produce models for next year's harvest trade.

### Beatty Bros. Add to Plant

Beatty Brothers, Ltd., the well known barn equipment manufacturing concern at Fergus, Ont., are making a large addition to their plant. A new factory will be built and new machinery installed. The Grand River plant, which is being enlarged by a three-story addition, will produce churns and washers. Plans are now under way to erect about fifty new houses in Fergus to provide for workmen to be employed in the new plant.

### Trailer Makers Organize

Manufacturers of automobile trailers held a meeting in Detroit, Mich., Oct. 10, and organized what is to be known as the National Trailer Manufacturers' Association of America. Fifteen trailer manufacturing concerns were represented.

### Populations of Western Cities

Recent figures from the Census and Statistics Dept., at Ottawa, gave an awful jolt to the civic pride of West Canadian citizens. Even allowing for imagination, dwellers in the following western towns and cities claim that their particular "hub" has a bigger population. Following are some of the 1916 populations given by the government:

Winnipeg, 162,999; Calgary, 56,302; Edmonton, 53,794; Regina, 26,105; Saskatoon, 21,054; Moose Jaw, 16,889; Brandon, 15,225; Lethbridge, 9,437; Medicine Hat, 9,269; Prince Albert, 6,438; Portage la Prairie, 5,860; Dauphin, 3,200; Weyburn, 3,054; Red Deer, 2,203.

### Regina Implementarians Peeved

The new classification on farm implements and machinery and the raising of the minimum car weight from twenty to twenty-four hundred pounds, is worrying the implement men in Regina. The new regulations, effective from Fort William west, would

also apply to Minnesota transfers, and thus would affect all companies who manufacture both in the east and in the United States. The Regina Board of Trade has made representations against the proposal of the railways, while machine men state that a convention of machinery concern managers may be necessary to take the matter up directly with the railroad commissioners.

### Lightning Rod Concerns Amalgamate

W. C. Shinn, well-known manufacturer of lightning rods, Lincoln, Neb., and the National Cable Co., Niles, Mich., have consolidated their businesses and will hereafter be known as the Shinn Mfg. Co., with general offices at 53 West Jackson boulevard, Chicago, Ill. Mr. Shinn has been elected president of the new company, W. F. Harrah, vice-pres., and L. B. Shinn, secretary.

The new company plans a sales organization covering the United States and Canada, where a branch factory will be located. The product will be sold through the retail trade.

### Peoria Tractor Co. Gets Big Order

C. S. Loomis, secretary of the Peoria Tractor Co., Peoria, Ill., recently closed a contract for several hundred tractors with a large concern in Manchester, England. These tractors will be used for agricultural purposes in the United Kingdom. This machine should be popular in England because of its small size and light weight. The Peoria Tractor Co. employs about 300 men, while the staff is being added to. It is handled in Western Canada by the J. D. Adshead Co., Winnipeg.

### Will Buggies Advance in Price?

The largely attended convention of the Carriage Builders' National Association, held in Cincinnati recently, was one of the most successful in the history of that body. T. Luth, of the Luth Carriage Co., Cincinnati, was elected president. Conditions in the vehicle material situation were freely discussed by several of the speakers, and judging from the expressions made by several of the leading manufacturers, an increase in vehicle prices of about twenty per cent is not only probable, but absolutely necessary.

Looks as though the editors of the country papers would be selling tractors yet.

## He's Sick of the Service

"We have discontinued handling cheap engines altogether. We can sell more of them as against the higher grade ones, but they are too much bother after sold. We are sick of the service cheap engines give. We would much rather have the time than the profit on them.

"You may express us another Cushman 4 H. P. at the earliest possible moment."

The Dealer who wrote that letter now handles

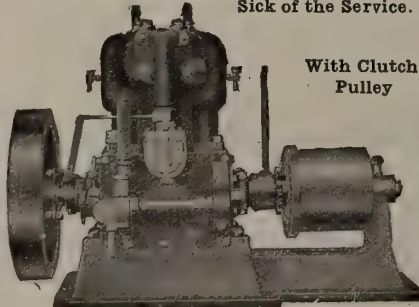
## Cushman Light-Weight Engines

Are built for Retailers and Farmers who want Service. Built Light—Built Right. They embody the best materials and are designed by experts.

No matter what engines you sell, you can sell Cushmans also, for so many farmers now want a light-weight engine.

4 h.p. weighs only 190 lbs.; 8 h.p. only 320 lbs.; 15 h.p. only 780 lbs.; 20 h.p. only 1,200 lbs. Cushman engines are not cheap, but they are cheap in the long run. Get our Agency offer.

Here is an Engine that Won't Make You Sick of the Service.



With Clutch Pulley

For Any Power [from 3 to 9 H.P.]

## Cushman Motor Works of Canada, Ltd.

289 PRINCESS STREET

WINNIPEG, MAN.

Distributing Warehouses: Toronto, Ont. and London, Ont.

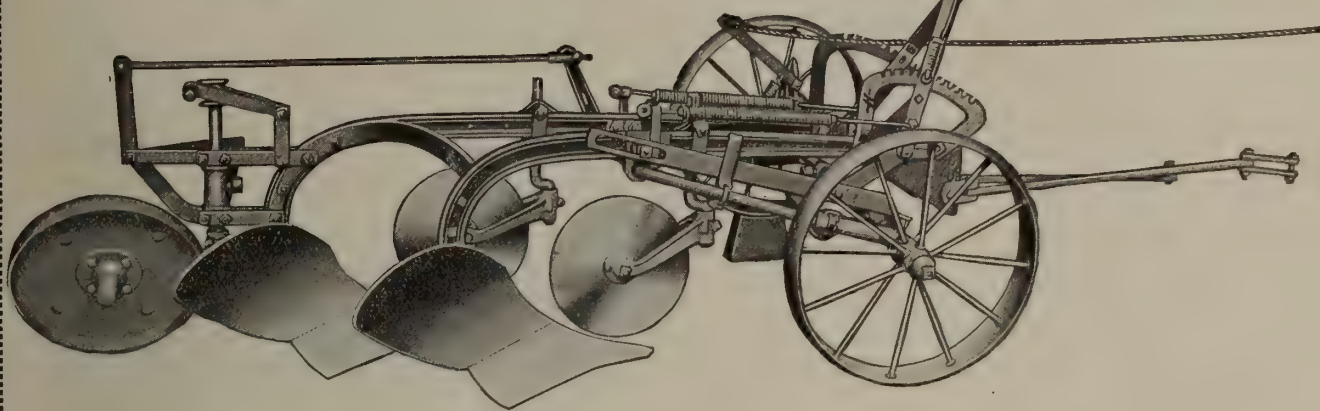
Builders of High Grade, Light Weight, High Power Engines for General Purpose Farm Work

EXCLUSIVE SELLING AGENTS FOR:

Langdon Ideal Self Feeders—Fanning Mills—Smut and Pickling Machines—Vacuum Washing Machines—Lincoln Grinders—Lincoln Saws—Incubators—Universal Hoists—Portable Grain Elevators—Wagner Hardware Specialties—Mountaineer and Little Giant Neck Yoke Centres.



# JOHN DEERE PLOWS FOR LIGHT TRACTORS



## The Light-Tractor Plows with High and Level Power Lift and Quick Detachable Shares



### OTHER FEATURES

2, 3 or 4 bottoms.

John Deere Bottoms for any soil—the standard bottoms for 78 years.

Flexible Front Truck—steady running furrow wheel—does not drag or bind against furrow wall.

Stiff Hitch—the plow can be backed.

### Two Features That Add Much to the Value of John Deere Tractor Plows

- 1 High and Level Power Lift means level plows out of the ground, no cutting of ridges when crossing or turning on plowed ground.
- 2 Quick Detachable Shares—only one nut to remove in taking off each share. Just as easily put on—great time and labor savers.

A THOROUGHLY high grade, staunch, dependable and easily handled tractor plow and made especially for the man to whom these qualities appeal.

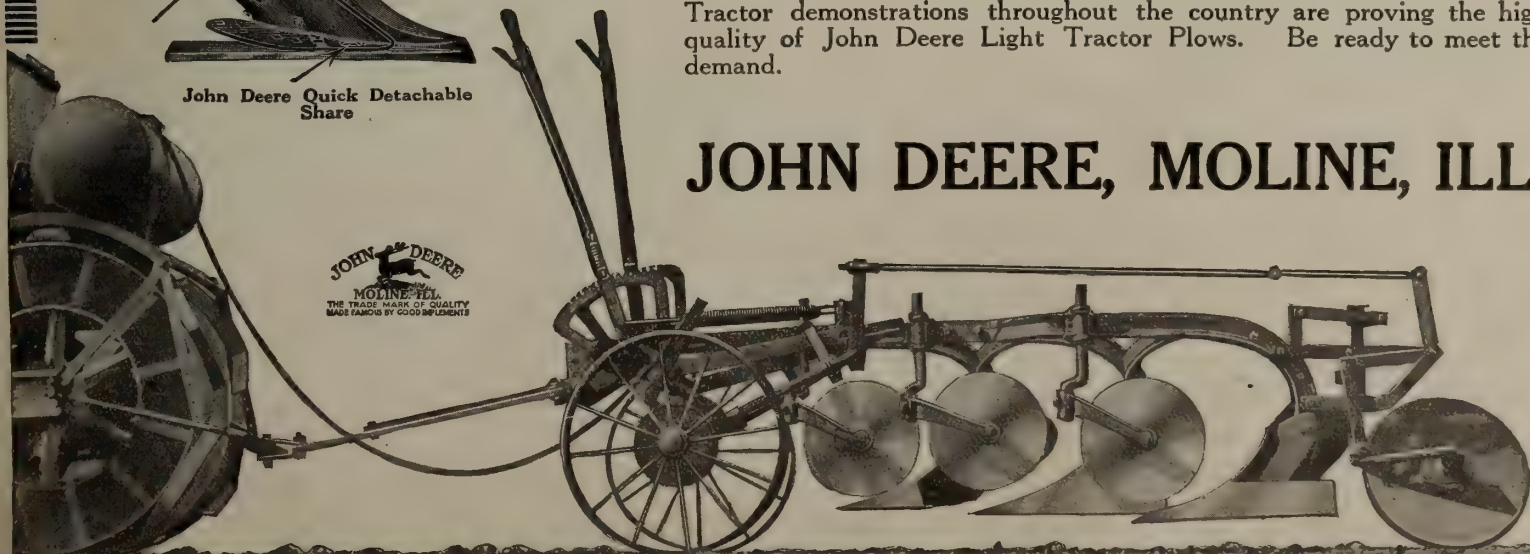
And these plows will work with any tractor. No matter what tractor the farmer prefers, he can use a John Deere Light Tractor Plow.

Tractor demonstrations throughout the country are proving the high quality of John Deere Light Tractor Plows. Be ready to meet the demand.



John Deere Quick Detachable Share

## JOHN DEERE, MOLINE, ILL.





## Variation in Cream

There are several factors that cause variations in the richness of hand separator cream—variations over which the buyer has no direct control and for which he is sometimes put at fault. The chief factors are:

1. Speed of turning.
2. Levelness of the machine.
3. Position of the cream screw.
4. Rate of inflow.
5. Temperature of the milk.
6. Cleanliness of the machine.

Different persons may do the turning. One individual often speeds along a little faster than the one who did it the previous skimming. It is a fact that the faster the machine is turned the less the cream and the thicker it will be. Even the same individual will vary in his turning. The chance for "human error" certainly applies in turning a separator and the test of richness of the cream will vary accordingly.

A machine that is not properly leveled cannot do the consistent work of one that is set level and solidly. The bowl will not turn evenly; in some bad cases it will wobble, a thing that will vary not only the richness of the cream, but wear out the machine and cause it to skim inefficiently.

Naturally, if the position of the cream screw is changed, the richness of the cream will vary. The other day a patron informed the writer that his son had tightened up the screw on the bowl while playing about the milk house. Scarcely any cream would come out, and what did appear was very rich. Ordinary running has been known to loosen up the screw. These are the little things that the patron does not take into consideration oftentimes when he sees his test go down a per cent or two.

Regulation of the inflow is a factor that causes variation in the test. If the milk is not turned on full, the test will vary because the same pressure is not placed upon the bowl and the same volume is not passing through. This factor is not a very important one, as most machines are provided with a float that is virtually self-regulating.

A clean separator will always do a better and more consistent job of skimming than one that is dirty and begrimed. At all times no machine ought to be left unwashed over night and cleaned up but once daily. Parts will become gummy. This causes the fat to vary in the cream, and some cream may escape into the buttermilk. Economy of the simplest

sort teaches that feeding fat valued at 30 cents per pound to calves and pigs is not a paying proposition. It, therefore, behooves a man to get all of the fat out of the milk. To do this requires a clean separator on the start.

### Modern Dairy Equipment

In the dairy business, clean cows, clean milk and clean profits are inseparably bound together. Properly installed dairy barn equipment means increased dairy products at reduced cost, with better prices on account of sanitary conditions.

The labor saving features of modern dairy barn equipment is so great that twice the number of cows can be handled with the same help as could be done by the old method.

Metal stalls in series facilitate housing; quick acting stanchions secure or release the cows instantly; litter carriers facilitate the handling of litter and bedding, while a modern side tilting feed carrier will enable one to feed ten cows in the same length of time that it usually takes to feed one by the old method.

Beyond these features, the cream separator trade is one which deserves the careful attention of every implement dealer. It is a line that can be made both satisfactory and profitable, if handled rightly. While the tribulations of the trade are many, most of them may be borne if the dealer will go after things in the right way. The three essentials are: A standard machine, a thorough understanding of it mechanically, and a service which shall cover everything from its installation to instructions as to use and care. The dealer who will observe these things will sell cream separators successfully.

### A Dealer Who Builds Business

At Rush City, Minn., is to be found one of the largest retail hardware and implement stores in east central Minnesota. It is the store of S. C. Johnson & Son, the manager being C. M. Johnson, so well known as a live speaker on implement subjects wherever a few implement men are gathered together, and a man who assures a good time at every implement dealers' convention which he attends. To study for a moment the methods employed by this successful implement dealer should prove beneficial to all of

us. Throughout the North-Western States he is known as a man who has up-to-the-hour methods, one who can cope with retail problems and get results. Good merchandise is the great keynote to the success of the Johnson business.

The slogan of the company gives the whole story of the store in a nutshell. It reads: "What you get at Johnson's is Good." Such stores prove conclusively that there is a place in every town for a well equipped, well conducted store, and that its proprietor performs a very real service to his community. It is interesting to look at the way in which C. M. Johnson goes after business.

He studies the needs of farmers around him, keeping in close touch with the influences at work on them, keeping posted all the time on what they are reading, talking and thinking about. How, you may ask, does he do this? Well, he talks with them, visits them just in the same way as you and a thousand other retail merchants do. But beyond all he keeps posted on what the farmers are interested in by reading steadily their papers—the various farm journals which circulate throughout that territory. To know what interests a farmer you must go to the source of the majority of his ideas. Many of these will be found in the columns of the weekly or monthly farm journal to which he pins his faith. Mr. Johnson does this. He subscribes for all these farm papers and makes careful note of what is said in the advertising columns. He finds that the ideas and suggestions of agricultural editors influence farmers to a very great degree as regards buying additional equipment, implements, etc. The advertising in farm papers he finds creates a demand for the goods in his store—the well-advertised product of proven worth being the most sought after by the farming community.

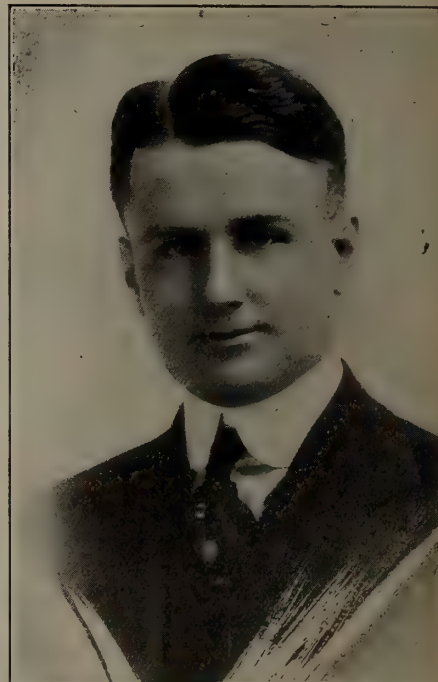
"As a merchant it is a great help to me to be as well posted as possible on farm topics," says this live retailer. "For that reason I study the farm papers very carefully. When I look over their pages and see advertisements, lines of hardware, washers, separators, etc., I know that of necessity my customers must have those things on their minds since they read their journals and talk about the contents. The farm paper advertisement creates a good and sure demand for the goods I carry, and the makes of the goods keep in

constant contact with me through the pages of the implement trade journals. These two factors—the farm and trade press—do much towards building your success as a retailer, but of course you must go after the business all the time.

"The strongest influence that bears on the farm trade to-day is the advertising of lines of merchandise in farm papers. The merchant who does not keep posted on this is missing one of the most important points in holding and increasing his trade."

### New Department for Sharples Separator Company.

The Sharples Separator Co., West Chester, Pa., has inaugurated a Dairy Educational Department which will be under the control of D. E. Andrews. Mr. Andrews graduated at Ames College, Iowa, in 1913, and since



D. E. Andrews, Manager Dairy Educational Department, Sharples Separator Company.

then has been connected with Kimball's Dairy Farmer and the Milk Trade Journal. He is singularly well equipped to supervise the new department, having an intimate knowledge of the business of dairying. It is the aim of the new department to furnish farmers with information which will be of benefit to them in dairying operations. The department will publish data compiled, distributing same all over the country.

The value of such a department to the dealer who is handling the Sharples suction-feed separator and Sharples milker cannot be estimated, but it will prove of untold value when it comes to selling a machine to a farmer who has already been educated to the value of the article and its practical necessity in his dairy.



# \$50,000 Bonus TO SHARPLES Dealers Oct. 1st, 1916

**R**EAD the following extract from the Sharples Dealer Contract. We paid out \$50,000 this year (October 1st) on the strength of this clause. You can have one of these checks next year.

"QUANTITY BONUS.—In addition to the regular and cash discounts, the dealer will be entitled to the following bonus or rebate on new machines purchased during the fiscal year ending September 30th: If purchases between October 1st and September 30th have amounted to 5 or more machines—to 3% of their list value; if to 12 or more, 4%; if to 27 or more, 5%; if to 40 or more, 6%; if to 60 or more, 8%; if to 80 or more, 10%."

**The Sharples Separator Co.**  
Toronto Canada

**If You Want Your Share of  
the 1917 Bonus. Write today  
for 1917 Contract**



# SHARPLES

## SUCTION-FEED CREAM SEPARATOR

The ONLY separator that will skim clean at widely varying speeds.

The ONLY separator that will deliver cream of unvarying thickness—all speeds.



The ONLY separator that you can turn faster and finish skimming quicker.

The ONLY separator with just ONE piece in the bowl—no discs or blades—easy to clean.

The ONLY separator with a once-a-month oiling system and knee-low supply tank—easy to fill.



# In One Year 340% Sales Increase

## Reason---the Cream-saving Suction-feed

OUR factory is working day and night. Our shipping room is 2,200 machines behind on orders. Sales, so far this year, are over **THREE TIMES AS GREAT** as last year—all due to the wonderful Sharples Suction-feed. Farmers everywhere know that there is just **one** separator that “skims clean regardless of speed” and has “only **one** piece in the bowl”.

The Sharples Suction-feed Separator will **INCREASE YOUR BUSINESS** over 300 per cent. just the same as it has ours. If you sold ten separators this year, you can sell thirty next year if you handle the Sharples Suction-feed. We are educating farmers and dairymen to the vast superiority of the Sharples Separator through national advertising in almost every farm paper. It is creating wide-spread demand. **Cash in on that demand!**

Read the list of exclusive advantages (on the preceding page). Look at the mechanical diagram (next page). These are the reasons why Sharples is head and shoulders above any other separator on the market. Read the bonus clause from the dealer contract (see two pages back). The Sharples dealer contract is the most liberal offered by any reliable separator manufacturer. We repeat: **Cash in!**

## The Sharples Separator Company

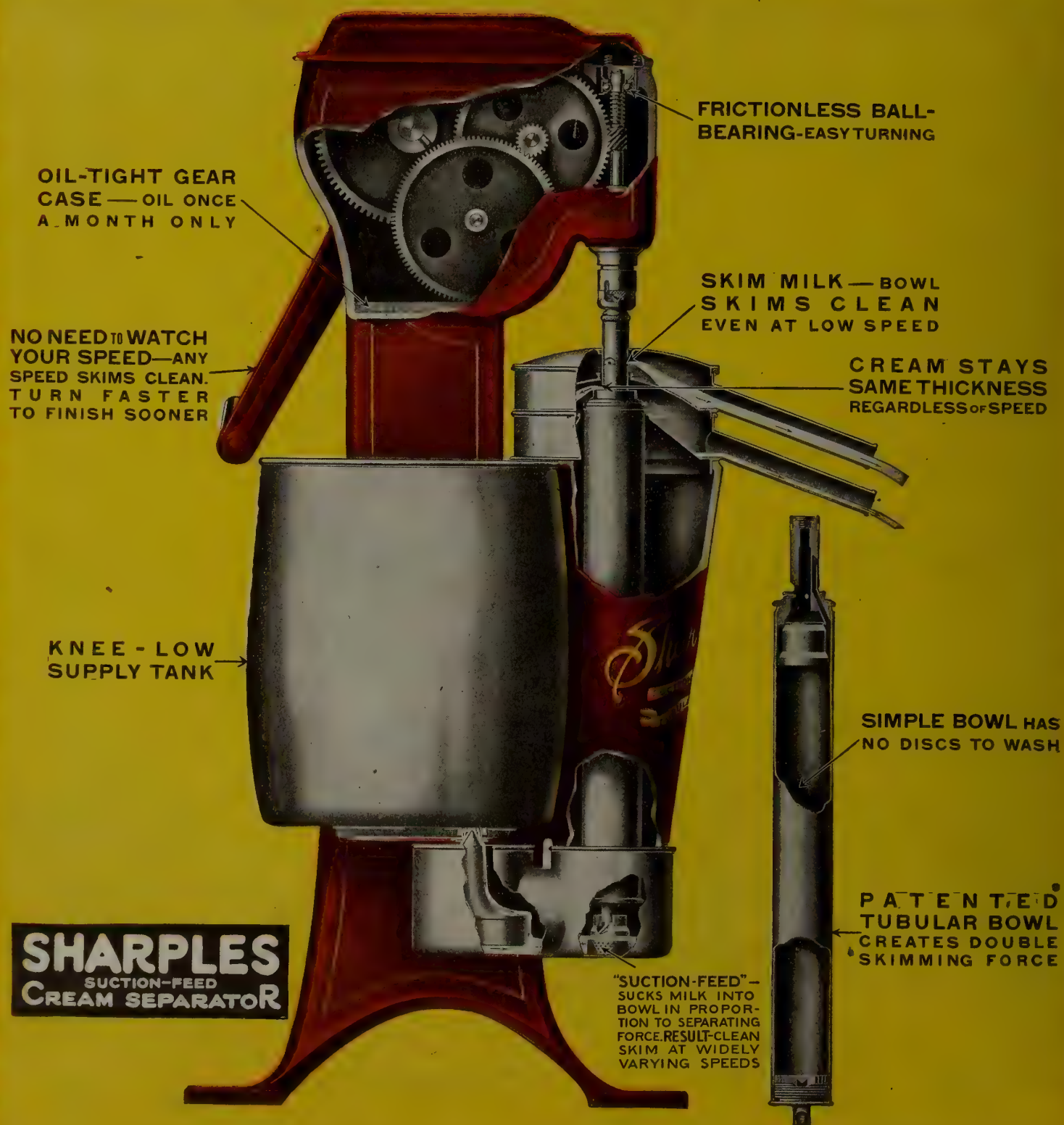
Toronto Canada



THE SHARPLES FACTORY—TORONTO, CANADA



# The Mechanical Reasons For the Success of this Separator are Found in this Illustration STUDY IT WELL





### The Sharples "Sign of the Cross"

We illustrate herewith the reproduction of a very attractive metal tacking sign which the Sharples Separator Co., West Chester, Pa., is furnishing to users of the Sharples Milking machine. With the present universal

### THE SIGN OF SANITARY MILK



### SHARPLES MILKER

USED HERE

A New Advertising Sign sent out with Sharples Milking Machines.

demand for pure milk and butter, dairy farmers have to take every precaution to produce milk with a comparatively low bacteria percentage. The use of the Sharples milking machine enables the farmer to milk his cows without allowing the milk to come in contact with the stable air at any time. This sign should prove an excellent advertising aid to dealers who are handling Sharples dairy equipment.

### Investigate the Separator

Every dealer sooner or later realizes the truth of the old saying: "Lasting business is built only on the foundation of goodwill obtained by selling reliable goods."

It doesn't require any Sherlock Holmes insight to realize the truth of this statement. Yet how many dealers put this truth into actual practice? How many actually investigate the real merits of a product before signing a sales contract? We know that it is a matter of chance in a big percentage of cases and we regret that it should be so.

Take cream separators, for instance. It's true in this line, as in most others, that the most reliable firms are the oldest established. You are taking chances on selling comparatively new entries into the field, since so many of them flicker out in face of the competition of the older and more

experienced houses, and so repair parts are unobtainable, the separators go to scrap, ill-will is created among your customers and they'll surely blame you. They'll say you ought to know better than to handle such unreliable stuff. And that hurts—because you know they're right.

### Ads. and Enquiries

Many modern advertisers figure the success of their advertising largely on the amount of the answers or enquiries they receive. A large U.S. adding machine company inserted an advertisement to retailers in a large Philadelphia publication, with a circulation of 2,000,000 copies weekly. They incorporated a coupon in the ad., asking dealers to mail requests for a book, and from the two million coupons they got only 265 replies! In two following issues they used fresh ads., getting 94 replies one week and 36 replies the next. This would seem to prove that direct replies do not indicate the success of an advertisement, for the company still conclude that this very expensive advertising, costing \$5,000 a page, was extremely profitable to them.

The adding machine company came to the conclusion that more sales are made to prospects who do not reply to an ad., than to those who do reply, also that the greater the sales effect of their advertising, the fewer the written responses to that advertising! This concern, who are exceptionally strong advertisers, and have brought their advertising down to an exact science, are a direct contrast to many modern advertisers. The trouble with the average advertiser is that he fails to realize the value of consistent and persistent advertising. He runs one ad., and expects an avalanche of orders. No firm ever found that kind of advertising profitable. A steady, sustained publicity is necessary, and as necessary for the local implement dealer as for the biggest implement manufacturing concern on the continent.

### Insurance in Saskatchewan

In a report from the Superintendent of Insurance for Saskatchewan, A. E. Fisher, it is shown that during 1915 the sum of \$6,273,795 was paid for insurance by the citizens of that province to the licensed companies. In addition to this amount, approximately \$900,000 was paid by the farmers to the Hail Insurance Commission, while insurers

in unlicensed companies paid out by residents of the province for fire protection totalled \$170,000. This makes a total insurance of approximately \$7,343,000 purchased by the residents of the province.

The claims paid by licensed companies amounted to \$1,913,647.98, and the claims paid by the Municipal Hail Insurance Commission, \$675,000. Unlicensed companies paid claims amounting to about \$68,000. The sum total of all claims paid in the province was approximately \$2,657,000.

The leading classes of insurance invested in, and the claims paid in 1915, are as follows:

Fire insurance premiums, \$2,175,206; claims paid, \$933,469.

Life insurance premiums, \$2,332,452; claims paid, \$343,659.

Hail insurance premiums, \$1,363,001; claims paid, \$438,619.

Live stock insurance premiums, \$10,125; claims paid, \$7,427.

Accident, sickness and guarantee, premiums \$225,473; claims paid, \$96,126.

Both 1914 and 1915 were profitable years for hail insurance business in Saskatchewan. The Saskatchewan Insurance Act now requires very large reserves to be laid aside by the companies. They must set aside as a surplus fund

from their total profits of 1916 a sum equivalent to 50 per cent of their premium income. Profits by the companies on hail business do not exist this year!

### Carriage Man in West

D. M. Spidal, vice-president and secretary of Canada Carriages, Ltd., Brockville, Ont., recently paid a visit to the company's headquarters in Winnipeg. Proceeding west, Mr. Spidal visited Regina, Calgary, Saskatoon and Edmonton. F. N. MacDonald, representative for the company at Saskatoon, was also in Winnipeg recently. We are glad to note that Mac is fit and hearty after recovering from an operation for appendicitis undergone in the Weyburn Hospital.

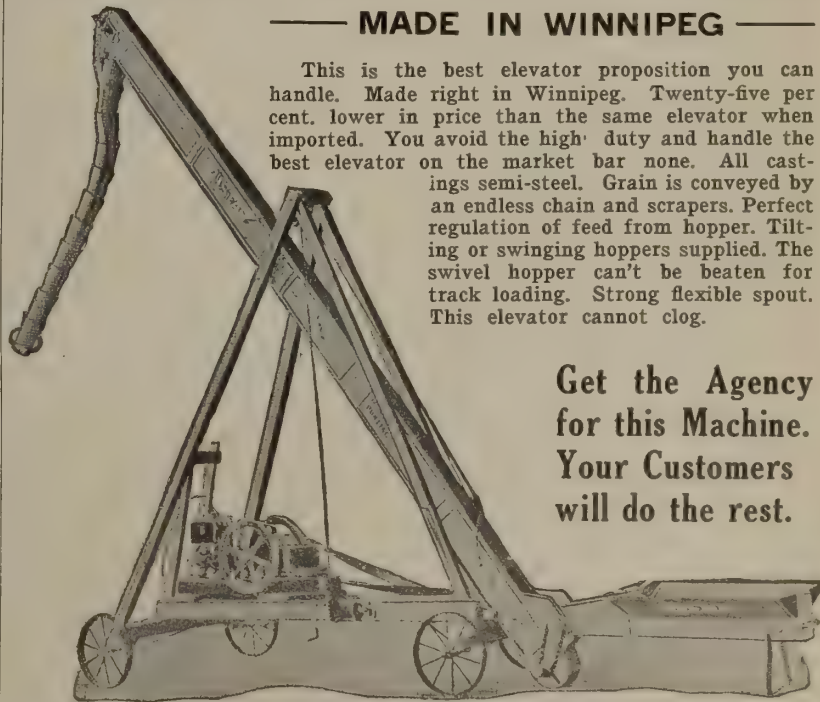
### Avery Employee Killed

Capt. W. H. Grant, of the 44th Batt., formerly collection manager for the Canadian Avery Co., Winnipeg, is reported as "missing and believed killed." His wife resides in Radville, Sask.

One of the beauties of prohibition is that you can treat the traveller well without treating him.

## RUSTAD'S Portable Grain Elevator and Track Loader

— MADE IN WINNIPEG —



This is the best elevator proposition you can handle. Made right in Winnipeg. Twenty-five per cent. lower in price than the same elevator when imported. You avoid the high duty and handle the best elevator on the market bar none. All castings semi-steel. Grain is conveyed by an endless chain and scrapers. Perfect regulation of feed from hopper. Tilting or swinging hoppers supplied. The swivel hopper can't be beaten for track loading. Strong flexible spout. This elevator cannot clog.

**Get the Agency  
for this Machine.  
Your Customers  
will do the rest.**

Shaft with loose and drive pulley provided for engine attachment. A 2 to 2 1-2 h.p. Engine drives the elevator easily. For filling granaries, or elevating feed to lofts and for loading cars, this machine has no equal. Strong warranty goes with every elevator. Dealers write AT ONCE.

We handle Feed Cutters and Grinders, Sweep Grinders, Kerosene and Gasoline Engines from 1 1/2 to 20 h.p., Wagons and Trucks, Electric Lighting Plants, Washing Machines, Tank Heaters, etc. Ask for catalog.

**HENRY RUSTAD, Manufacturer**  
243 Princess Street  
Winnipeg, Man.




### For Permanent Prosperity

A sale is not a sale until you have collected the money for the goods. It is easy for a man to sell goods—to say that he “sold” so many thousand dollars’ worth of implements and machinery—but it is another matter when he cannot show the money for the goods sold. A small number of accounts receivable at the end of the year are the hall mark of the efficient dealer of the man who can not only sell but collect as well.

The giving of credit indiscriminately cannot be too strongly condemned. Credit should be extended to men who are good credit risks. It is not sufficient that a man pays his bills—what we want in this business is that he pays them promptly. In this giving away process as regards goods, the dealer is actually turning over to the customer goods that do not belong to him. He gambles on the theory that if his customers pay, then he can pay. That would be all right if he bought the goods outright for cash, but to owe his source of supply a big bill and then sell on unsafe credit is hardly a fair policy. It is bad for jobber, dealer and community. The looseness of the credit system has been the most damaging factor in the whole of the implement business.

For some years implement sales have been slack, but with better prices for his product the farmer is rapidly regaining his old buying power. The majority of dealers sold cautiously and laid in stocks on a very conservative basis; they tried to show the customer that the business must be done more nearly on a cash basis, and, gradually but surely, the farmer is learning to pay cash for his farm machinery, so that every influence should be brought to bear upon him to show him that cash is expected. Less credit and more cash sales will be to the benefit of every Western community.

In the past our credit system was iniquitous. People got in the habit of buying whatever was offered them. Only small payments were asked, and notes were readily renewed, even at times the interest payments not being required. The business of selling farm implements became like the efforts of the sewing machine canvasser. But such a condition cannot last. Prosperity cannot be built on a credit basis. It must be built on cash payments, while any credit given should be given cautiously. Competition does not demand that the dealer should sell indiscriminately, and it will



**CANADIAN FARM IMPLEMENTS**

THE OFFICIAL ORGAN OF THE  
**INTERPROVINCIAL RETAIL IMPLEMENT DEALERS' ASSOCIATION**  
 AND  
**SASKATCHEWAN RETAIL IMPLEMENT DEALERS' ASSOCIATION**

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A MONTHLY NEWSPAPER  
 DEVOTED TO THE INTERESTS OF DEALERS IN AND MANUFACTURERS OF  
 FARM IMPLEMENTS, VEHICLES, ENGINES AND MACHINERY

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Established in 1904 and Published Monthly by  
**Canadian Farm Implements, Limited**  
**F. D. BLAKELY, Manager** **A. A. THOMSON, Editor**  
 811-12 CONFEDERATION LIFE BUILDING Telephone Main 518 WINNIPEG, CANADA

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**SUBSCRIPTIONS**  
 \$1.00 per year in Canada; Foreign \$1.25 per year. Single Copies, Ten Cents

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**ADVERTISING**  
 RATES MADE KNOWN ON APPLICATION  
 Change of Advertising Copy should reach this office not later than the 25th of the month preceding issue in which insertion is desired.

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**CORRESPONDENCE**  
 Solicited on all matters pertinent to the implement and vehicle trade. As an evidence of good faith, but not necessarily for publication, every correspondent must sign his name. We reserve the right to edit all matter submitted but do not undertake to endorse opinions expressed by correspondents.

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Member Western Canada Press Association  
 Entered in the Winnipeg Post Office as second class matter

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WINNIPEG, CANADA, NOVEMBER, 1916.

be all to the good of the business if the retailing of farm implements never again turns to the old, easy-selling, slow-paying system of the past.

### Association is Essential

Every retailer should try to make himself a better man and thereby raise higher the standard of habits on the part of all. In all lines of trade the business world is recognizing the importance and necessity of trade organizations, and honest competitive co-operation can only be brought about through association work. Healthy competition is the life of trade; based upon the application of individual energy to your own business, a study of the vital principles which will sell more goods, the building up of a good will in your own individual business. A satisfied customer is the best asset that any business house can have. In association work you can study and discuss the methods and means which go to make a satisfied customer.

### Make Use of this Service

We receive so many enquiries from dealers who wish to know the addresses of manufacturers where repairs may be obtained and where special machines are procurable, that we will, in future, answer these enquiries under the heading (found else-

where in this issue) “Subscribers Information Service.”

Enquirers should give the name of machine and maker whenever possible, and number and name of part in the case of repairs. The dealer is constantly coming up against machines which are not generally sold in this country, consequently any information we can give regarding the source of repairs for such machines should be of assistance to him. Explain fully what the type of machine is, its name and, if possible, the name of maker. If immediate reply is required, enclose stamped addressed envelope, otherwise reply will be made in the next issue of this publication. Do not send enquiries regarding machines you know to be of mail order origin.

### Are We Law Crazy?

The making and alteration of laws seems to be a modern mania and we seem to be largely law crazy. Some statistical fiend might endeavor to compute the number of laws, amendments and so on, federal and provincial, that have been passed in the last five years. In that time the law-making bodies of the United States have passed 62,500! It would seem evident that we forget that God Almighty made a very fair success out of His Universe with only ten laws—but then He had no lawyers to contend with!

### Reciprocity, Nix!

In that famous play “Sappho,” an old French peasant woman exclaims: “Paris, Paris, we have given you of our best, and what have you given us in return?” That saying could be well adapted to the modern mail order house. The Hon. Secretary of the Lethbridge Red Cross Society was so lacking in knowledge of mail order principles as to ask the T. Eaton Co., of Winnipeg, for a donation of goods for a Red Cross jumble sale. In a letter the M.O. organization stated that they only assisted such bodies in Winnipeg, and that, in their opinion, every Red Cross branch “should be supported by purely local help.” They also proffered their “sympathy in this worthy cause.”

Sympathy is, of course, a cheap commodity, however heartfelt. A copy of the letter of refusal from the T. Eaton Co., as published in the Lethbridge “Telegram,” should be reproduced in every local newspaper in Western Canada. Even then we wonder whether it would raise in the farmer’s mind the thought of how he sends millions of dollars annually to support an organization which does not care a hoot for the local schools, churches, roads or merchants. By the Eaton theorem, all patriotic work should be supported by “local help,” but the community should not support the local merchant, rather supporting the Eaton organization. Strange it is that after such a blatant admission of a self-centred policy, you will likely find the Eaton catalog, along with the family Bible, holding an honored position as of yore in the farm homes of Southern Alberta.

Good old Josh Billings once wrote: “Yew skratsh mi back an’ Ile skratsh yewers.” The mail order motto is: “You scratch my back and I’ll flay yours!”

### Mankind and Machinery

What a wonderful sight it is, to visit a great modern farm, and see gas tractors at work. The things man makes are mighty near as marvelous as man himself, especially when you remember that machines work out their problems with cogs and wheels and gasoline. Plowing, and harrowing and harvesting and threshing and plowing and all the rest of it is done by a little spark putting life into a gallon or so of smelly liquid. Some of us just see machinery when we look in the fields; others with wider vision see God himself working in wondrous ways.



**50 plus 80 equals \$1.30**

It is somewhat of a paradox that at the time when the country merchant is sweating his soul out trying to get settlement for goods sold on credit, the mail order concerns are doing the biggest business they do during the year — and on a cash basis! At the present time the largest mail order concern in Western Canada is handling from 150 to 200 more shipments a day than at this date last year. This is strange when the crops of the two years are compared. There's lots of ways in the M.O. business that are interesting. Take the express expert, for instance. This man looks over the outgoing express shipments and O.K.s them. If the express charges are very high, compared with the value of the goods, a letter is sent to the farmer suggesting that the goods be sent by freight. The usual result is that the farmer sends in a further order to be shipped at the same time.

Take, for instance, the matter of a fifty cent order for tinware. This order had to go out by express to a farmer in Alberta. The farmer wanted it rushed. The value of the goods was 50 cents; the express charges 80 cents. Total value of order, \$1.30. Is it reasonable to assume that that farmer could not have bought tinware of better quality at the local hardware store and at a much lower price than \$1.30. If the dealer could not sell for 75 cents what the M.O. house sold for 50 cents, there is something wrong with his system of selling. It's the enormous scope of the thing that surprises one. To think that despite all the talk of poor yields and no yields more M.O. goods are being sold than last year; staffs are working late shipping them, money is pouring in — thousands of dollars daily — while the country merchant is wondering how he can get his collections out of the surrounding territory. It is certainly some paradox!

**One Type of Customer**

One element in particular of the farming population is of particular interest to the implement dealer, and also to those who investigate our agricultural problems. That is the type of farmer who has little or no collateral and who is not a good farmer, or, at least, not a good business farmer. Too often at the end of a year's operations, such men have little or nothing left over. They move on to try their fortunes in some other community.

With a relatively low standard of living, inferior producing ability and poor methods of operation, these men very frequently find themselves in the hands of the more exacting class of merchants. The better type of farmer usually condemns the merchant for having inveigled the poor farmer into a hole!

It would seem that the problem of dealing with such men can only be solved by fundamental alterations, through educational methods, better schools, better health, better home surroundings and better farming methods.

The dealer would be well advised in doing business with this class, to restrict credit as much as possible. He would, by doing so, avoid subsequent losses, while the fact that the customer is forced to do business more nearly on a cash basis would be better both for him and his farm in the end. Indiscriminate credit to this class of farmer can only lead to trouble for the retailer and those who supply him with goods.

**The Value of Note Settlements**

A large implement concern in Minneapolis compiled an array of facts relative to the value to the dealer making settlement at time of delivery, cash discounts and shorter terms on implements. These facts, in letter form, were sent to the agents of the firm.

The importance of collecting interest on all time sales is strongly outlined, also the fact that unless the dealer has a large margin in his business, farmers' paper is not available to put up as a means of saving cash discounts.

The interest and discount account of a business doing a moderate volume, say \$20,000, will furnish a nice balance to be added to the profits at the end of the year if all discounts are saved and interest is collected on all time sales.

The time has come for the implement dealer to watch his interest and discount account so that it may show an annual profit. He can do this by insisting on note settlements and by saving his discounts.

While this concern does not extend an opinion as to what extent terms on implements will eventually be shortened, they contend that the shorter the terms, the more borrowed money will the average dealer need in order to save his discounts.

The fact of the dealer insisting on note settlements on delivery for all time sales, says this firm, will ensure the collection of interest and enable the dealer to get

security. It will prevent disputes and save bookkeeping. This policy will also enable a dealer to get money to discount his bills, will help collections and make his standing better with jobbers and bankers who extend credit to him. An insistence upon note settlements, concludes this concern, may lose a very little business, but it is better to lose it than to lose the interest and cash discount that the average dealer loses by failing to get note settlements.

**The Terrible "Tanks"**

After reading 1,748 descriptions of the "tanks" as used by the British Army, also the claims of their invention by 2,324 individuals on this side of the Atlantic, we have come to the conclusion (by these reports) that the "tanks" can do the following:

They have long feelers armed with crab-like claws, and can haul out hundreds of Huns from the trenches with incredible speed.

They can do up the prisoners in bundles like a self-binder.

They have an adaptation of the Hoe printing machine, enabling them to catch the Huns, fold them, count them and deliver them in quires, every thirteenth man being thrown out a little further than the others.

They deliver the Huns labelled and addressed to their various destinations.

They can chew up barbed wire and turn it into ammunition as they run.

They can slash round their tails and clear away trees, houses, howitzers and anything else.

They can jump from the ground and snap at low-lying aircraft.

They can turn over on their backs and catch live shells on their caterpillar feet.

They can turn double somersaults; loop the loop, travel forward, backward or sideways, not only with equal speed, but all at the same time.

Finally, they are ashamed to claim the parentage of any caterpillar tread tractor, made in America or elsewhere. They are the TANKS!

**Poor Business**

No reputable manufacturer wants his goods sold at prices that will yield no profit to the dealer. It is not good business. Where sales are stimulated by price-cutting on one line in a certain section, the other lines suffer. And every manufacturer recognizes that his line will be the other one in too many places to make it worth while.

**Personal**

Roy Gordon is now operating a new implement stand at Swan River.

H. B. Shoeman has opened a garage and automobile business at Osage.

Devitt & Locke have discontinued their implement business at Alliance.

H. Leniczuk, a harness dealer at Melville, has sold out to A. Kunderman.

J. F. Dafoe, the lumber and implement dealer at Beatty, has sold out his lumber business.

G. K. Martens, an implement dealer at Aberdeen, has sold out to a dealer named H. Schroeder.

T. R. Hughes, a dealer at Munson, has sold out his interests at that point to H. E. Imerison.

McKay Bros. are giving up the implement business which they have carried on for some time at Ebor.

The hardware and implement stock of E. H. Devline, at Kinistino, is advertised for sale by tender.

D. D. Gemmell, Glen Ewen, has sold out his implement business at that point to James Mitchell.

H. Grooskleg has taken over the implement business at Leask formerly carried on by S. Whitney.

S. H. McGill, an implement dealer at Deloraine, has ceased doing business at that point in Manitoba.

W. E. Jackson has taken over the implement business at Markinch formerly controlled by W. T. Leggett.

Orthner Bros. have bought out the implement business at Southey formerly carried on by P. Galenzowski.

The Lowe Implement Agency at Cupar have registered a partnership for their business at that western point.

A fire at Killarney, Man., on Oct. 25, destroyed the warehouse of the International Harvester Co. at that point.

C. G. Larson, an automobile dealer at Manor, has moved his business to Oxbow, where he has bought out N. A. Brown.

C. A. Clark & Co., implement dealers at Lampman, have dissolved partnership. H. B. Hartley will continue the business.

Miller & Nelson, dealers at Canwood, have dissolved partnership. In future the business will be known as J. W. Miller & Co.

A. C. McNiven, agent for the



International Harvester Co. at Empress, has opened a new office on Centre St. in that town.

H. C. Nickel & Co. is a new concern at Swift Current handling automobiles and accessories. George Buhler will manage the business.

A. L. Clemens, the popular dealer at High River, sold about thirty binders this season, while he can't get wagons enough to fill his orders.

R. M. Robertson, formerly connected with the John Deere Plow Co., has joined the travelling staff of Canada Carriages, Limited, Winnipeg.

With liabilities placed at \$17,251 and assets at \$8,120, the George White Buggy Co., Rock Island, Ill., has filed a voluntary petition in bankruptcy.

J. H. Freeman, agent for the International Harvester Co. at Killarney, recently suffered a considerable loss by a fire which swept part of that town.

A new concern recently incorporated at Winnipeg is known as the Dominion Sheet Metal & Roofing Co. Capital is stated to be five thousand dollars.

During a fire in the village of Wellwood, the implement warehouse of A. J. Grant was destroyed. The loss is estimated at \$1,000 with \$750 insurance.

W. Groat, who has been running an automobile and implement business at Loverna, has disposed of his business there and will open a business at Star City.

The Massey-Harris Company are erecting a storehouse and addition of concrete and brick construction to their factory in Toronto. The addition will cost \$3,300.

The Central Lumber & Implement Co., a concern operating in Rapid City, Cardale and McConnell, wound up its business and discontinued operations on October 31st.

The Standard-Detroit Tractor Co., Detroit, Mich., is bringing out an attachment known as the Tracford, which, it is asserted, converts an ordinary Ford automobile into a farm tractor.

Geo. Dool, Yorkton, a traveller for the I.H.C., fractured his skull by falling from the second floor landing in the King George Hotel, Saskatoon, to the floor of the rotunda. He died Nov. 1st.

We had the pleasure of a visit recently from Bert Conway, manufacturers' representative, Regina. Mr. Conway was in Winnipeg arranging for the supply of some of the lines that he handles.

G. A. Dechant, for the past six years manager of the J. I. Case T. M. Co.'s branch house at Harrisburg, Pa., has been appointed advertising manager of the company to succeed B. M. Pettit resigned.

It is reported that Hamilton Brass, Ltd., Hamilton, is to be the successor of the old Hamilton Brass Co., which was known as manufacturers of lightning rods. The capitalization of the new company is \$40,000.

F. P. Hall, who for the past five years had been in charge of the catalogue division of the publicity department of Deere & Co., Moline, Ill., passed away recently at Spokane, Wash. His passing is sincerely regretted by his business associates.

A. H. Laidman, for a number of years connected with the John Deere Plow Co.'s organization in Western Canada, has joined the staff of the Canadian Briscoe Motor Co., Ltd., Brockville, Ont. Mr. Laidman will hold the position of office manager with the automobile concern.

Whitby & Cotton, a young and enterprising couple of implement men at Red Deer, have sold more implements at that point during the past six months than had been sold in the past four years. This firm are aggressive advertisers, which possibly accounts largely for their excellent sales record.

N. A. Wiff, vice-president and sales manager of the Minneapolis Threshing Machine Company, Hopkins, Minn., accompanied by Paul Swenson, general superintendent, recently paid a visit to Western Canada, going as far West as Regina. Both gentlemen are very optimistic as regards future trade possibilities in the West.

The annual meeting of the stockholders of the Aspinwall Mfg. Co., of Jackson, Mich., and Guelph, Ont., was held in the former city recently. The company has enjoyed a prosperous year and reports business prospects unusually good for the sale of their potato machinery during 1917. All the officers of the company were re-elected.

Jacob Heinrichs, a dealer in farm machinery at Osler, was recently awarded judgment of \$1,000 and costs in the supreme court at Saskatoon. Heinrichs, a member of the Mennonite church, was excommunicated by Bishop Weins and other members of the church, the result being that he was forced out of business. The \$1,000 should salve Jacob's feelings.

David Drehmer, manager and

secretary-treasurer of the John Deere Plow Co., Winnipeg, recently made a trip to Eastern Canada. Mr. Drehmer visited Toronto, Welland and Brockville, also visiting the plants of J. Fleury & Sons at Aurora, Ont., and the T. C. Bissell Co., at Elora, Ont., the product of which concerns is sold in Western Canada by the Deere organization.

John Sanderson, president and general manager of the Adams Wagon Co., Brantford, Ont., recently returned East after a trip through Western Canada in which he was accompanied by E. A. Mott, western general manager of the Cockshutt Plow Co., which concern handles the Adams product in the West. Mr. Mott has also gone East for an extended trip to the United States and Eastern Canada.

At the New York office of the De Laval Separator Co., Joseph Gibson has been promoted from assistant sales manager to the position of sales manager, while S. E. Barnes has been promoted from supervisor to the post of assistant sales manager. With long experience in the cream separator business, both gentlemen should be of the greatest value to the company in their new positions of responsibility and trust.

#### Pioneer Implement Firm Sells Out

Cameron & Duncan, the well known implement dealers at Melita, Manitoba, have sold out their business to John A. Russell, who has been working for the firm for the past year. The firm of Cameron & Duncan was one of the pioneer implement concerns in the West. Away back in February, 1888, James Duncan arrived at Melita, Man., and opened a blacksmithing business. In 1889 the first implements were sold, being Frost & Wood single apron binders, mowers and rakes.

After the railway reached Melita, in 1891, A. E. Cameron came from Deloraine, where he was agent for the Frost & Wood Co., and in 1892 the firm of Cameron & Duncan was formed.

This partnership has lasted for twenty-four years, up to the present date, when it is sold out to Mr. Russell. Mr. Duncan has had full control of the business for the last ten years, Mr. Cameron residing in Victoria, B.C.

So closes what is possibly the oldest independent implement agency in Manitoba. The firm has been very successful, having invariably been the first in their district to introduce the latest

and improved types of implements and machinery.

They bought their first car of Deering Binders in 1896, the general agency being then located at Fargo, N.D. The same line of binders has been sold continuously since that date. John A. Russell, the successor of this pioneer retail implement concern, has a sound knowledge of the business and will continue the same policy as his predecessors. We trust that equal success may attend his efforts.

#### Teamwork in the Store

It matters not how well a retail implement business is run, there is always a steady loss of customers. People die or move elsewhere, and if the business is to increase new customers must be added. A development of new trade is essential so as to keep the business from going down hill.

Naturally, local advertising and a reputation for service will do much to increase business, still salesmanship is the most important factor. Lucky is the business whose salesmen feel that they are a part of the concern, who deplore the loss of customers and are ever on the alert for new ones. Where every employee works to add new customers and to retain old ones, the type of salesmanship shown makes pleased customers, who among their neighbors work to the advantage of the dealer.

#### Better Selling Methods Necessary

In commenting on the price of materials, the Harvester World states that instead of any probability of a let-down in steel prices there is a possibility of steel costing more by April first next year. The cessation of war would make no difference, as a great amount of constructional work in this country is waiting for lower prices.

To meet the price situation, dealers and travelers must improve their salesmanship and learn to sell more efficiently. It is an excellent time for the dealer to begin to sell for cash, short term notes or acceptances.

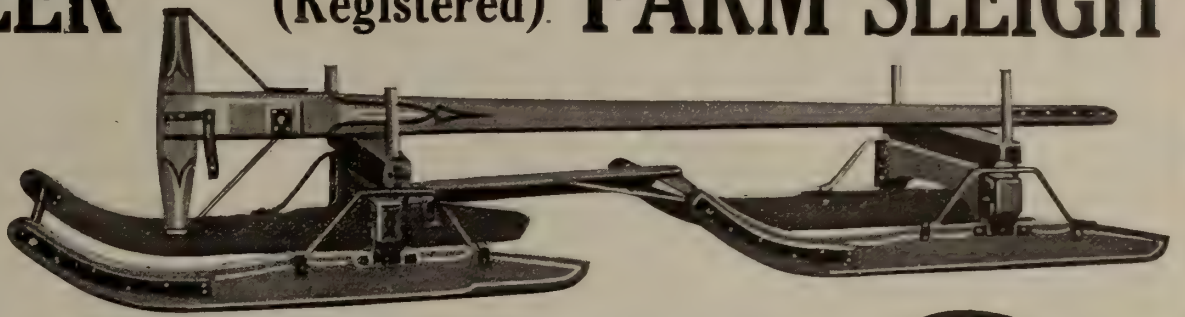
The time has passed when the farmer must be considered an object of business charity. If the dealer and the farm machine company ever needed a valid reason for putting the farm machine business on a cash basis, they have that reason now. No one outside can realize the problems in materials which manufacturers are facing every day and exercising their ingenuity to overcome.



# THE REINDEER (Registered) FARM SLEIGH

Furnished with Steel  
or Cast Shoes

2, 2½ or 3-inch runners. Well built  
of Straight-Grained Hardwood.  
Put together in a workmanlike  
manner and attractively painted.



**Fosston  
Automatic  
Grain Cleaner**

*"As a man soweth, so shall he reap."  
As a man cleaneth and gradeth his  
grain, so shall he also profit.*

It pays your cus-  
tomers to grade  
their seed with the  
**FOSSTON  
AUTOMATIC**

**GOOD CROPS**  
cannot be grown  
from poor,  
shrunken, dirty  
seed grain. It re-  
quires good ker-  
nels to produce  
healthy stalks.

**HAND or POWER**  
Built in sizes to  
suit the Farmer.  
Write for Catalog

## FLEURY'S SONS STRAW CUTTER

With 10-inch mouth. Can  
be operated by hand,  
rod or belt. Cuts four  
lengths. Frame is of  
hardwood; mortised and  
substantially pinned to-  
gether. Braced and  
bolted. We stock a com-  
plete line of straw  
cutters.

Furnished in all sizes from

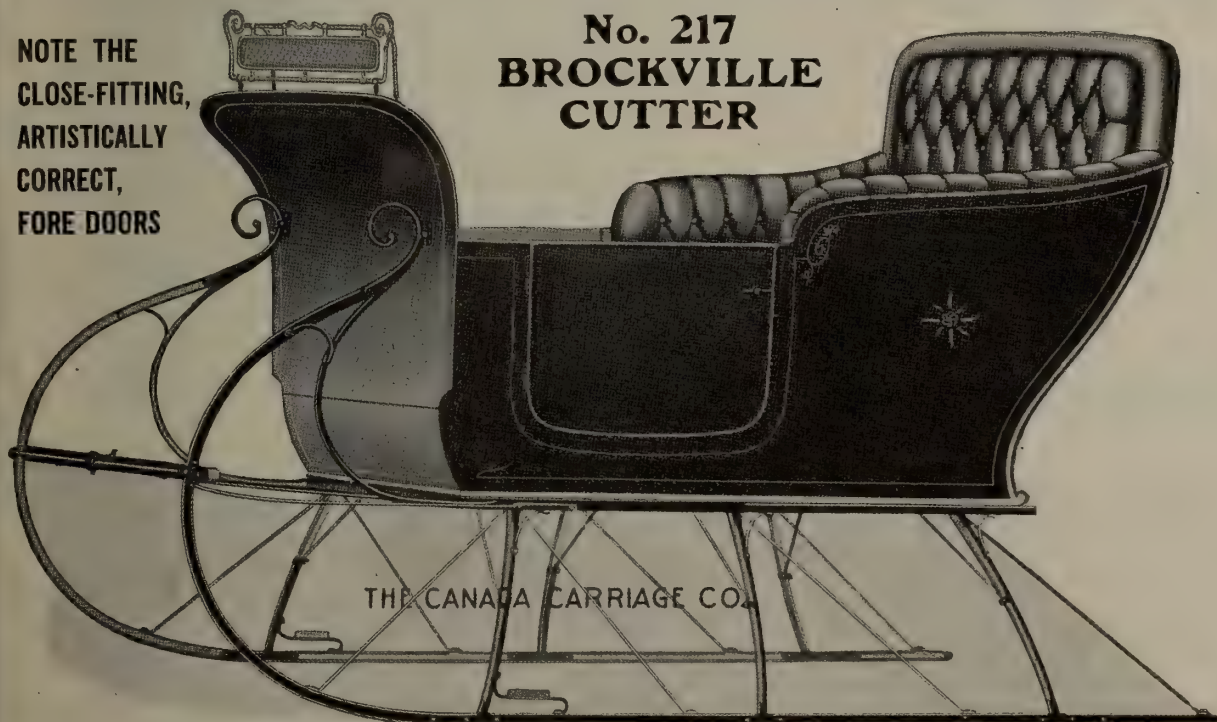
8 to 14-inch mouth, for straw or corn. Write for cuts  
of our Blower and Reversible Carrier Cutters.



**STRAW CUTTERS Nos. 2 and 3**

NOTE THE  
CLOSE-FITTING,  
ARTISTICALLY  
CORRECT,  
FORE DOORS

## No. 217 BROCKVILLE CUTTER



THE CANADA CARRIAGE CO.

Besides the above example of a perfectly designed Fore Door Cutter, we regularly  
list the largest assortment of Fore Door and Top Cutters in the West.

*Place Your Orders Early and Get the Benefit of Present Prices*

# JOHN DEERE PLOW CO., LIMITED

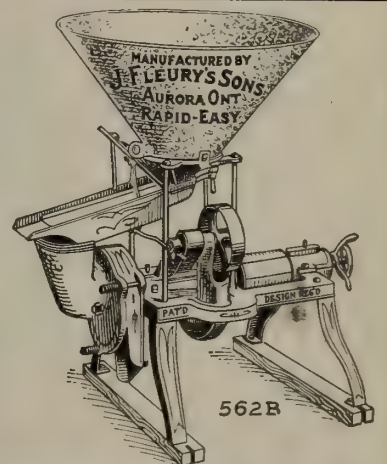
WINNIPEG

REGINA

CALGARY

SASKATOON

**R  
A  
P  
I  
D  
E  
A  
S  
Y**



Let us know your Grinder wants and we will  
furnish Quotations and Descriptive Literature

"Once a customer, always a customer," is a business dream that cannot come true unless each customer is satisfied and always feels that what he has bought of you is the best of its class. Here is where the reputation of the goods you sell comes in. Here is where reputation counts for much and helps you to hold trade. When a customer buys anything having an established reputation for being the best, he is not making himself dissatisfied by thinking he should have purchased something else. This is what the DEERE LINE means to your business.



### Farmers' Purchasing Power Has Increased

Down in Iowa, the head of a small town mercantile concern points out that farm implements are actually cheaper than they were ten years ago, notwithstanding the advance in selling prices. The farmer buys his machinery and supplies and pays for them with his wheat, cattle, hogs, cows, hay, milk and other produce. For his products he receives money or checks, planting same to his credit in the bank and drawing checks against his bank account to pay for the things he buys.

This merchant states that, in Iowa, ten years ago and ten years prior to that time, corn sold at 30 cents, hogs at \$5.50, cattle at 6 cents, cows at \$50 per head and wheat at 60 cents per bushel. A gang plow was sold to him at \$55.00 and it took 158 bushels of corn to pay for it. It took 1,000 pounds of hogs or 916 pounds of beef or a little more than one cow

or about 91 bushels of wheat to pay for a gang plow at \$55.

For 1917 a gang plow will cost him \$75 in Iowa and he can pay for it with 100 bushels of corn, 550 pounds of hogs, 610 pounds of beef. A good milk cow will buy a gang plow and send home with it \$25 to \$35 in cold cash. He can pay for his gang plow with 60 bushels of wheat.

Briefly, the contention is that the talk of high prices for supplies is only looked at by the farmer from one viewpoint. The prices for farm machinery in 1917 will be high, but now the farmer is getting prices for his produce he never before realized, and these prices will go still higher. The reasoning that applies to Iowa also applies to Western Canada.

### The Size of the Tractor

It is obvious to any implement dealer that on many farms a tractor that will meet all the requirements of the farm for belt power must be larger than a two-bottom outfit. The three-plow tractor may be large enough, but the one capable of pulling four plows will not be too large for a well-organized farm of sufficient size to make a profitable business.

One expert in tractor design is of the opinion that the four-plow outfit will eventually be to the tractor business what the five-passenger machine is to the automobile business to-day. The two and three-plow tractors will most likely correspond to the two and three-seated runabouts, and the large tractors to the large touring cars. That is, there will be a good market for both the large and the small sizes, but the principal volume of business will center on the outfits capable of pulling four plows.

This size of tractor will permit a farmer to cut down the man labor required when horses are used by approximately 50 per cent; to hurry his field work when necessary, while furnishing power to meet all belt power demands.

### Freights and Farm Machinery

A United States consular agent in Argentina points out that freight rates, as affected by the war, have had a bad effect upon the farm machinery business in that country. Before the war the freight rate on plows from New York to Buenos Aires was 16 cents per cubic foot; last spring it had risen to 80 cents per cubic foot. About twenty cubic feet

are required to ship the gang plow generally used in that country, which means a freight of \$16, or about 30 per cent of the value of the plow boxed for shipment. The freight rate on 12-inch binder headers has risen from \$33.50 in July 1914 to \$142.50 at the present time. Concerns in the Argentine are very reluctant to place orders for next season's requirements owing to these high freight rates. Larger firms will order only from one-third to one-half of their anticipated requirements for 1917; a majority of small houses will not order at all.

### Traveling Toward Tractor Sales

The tractor business is here to stay, despite all statements to the contrary. And tractor business is a dealer proposition, unless the dealer himself likes to make it otherwise. Tractor manufacturers line up their sales forces, and if the dealer will not get in the wagon also other salesmen are likely to reap the financial benefit that will follow. But tractor business will not come by a policy of watchful waiting. It won't come to the dealer any more than the mountain when Mahomet yelled, "Eyes front. Quick march!" Yes, tractor business must be created, and the dealer who goes out after the prospect is the only kind the manufacturer wants—because he is the man who can cut down the factory sales force.

To sell tractors is going to cost so much, no matter how it is done. The factory will not make any more by selling direct, but the dealer will make less and the factory salesman will pocket the difference. It is a good game to get into, but not one that will carry a man as a passenger. To take a tractor contract and sit down to await orders will not make tractor business profitable. You must get into the procession, rout out the prospects and keep a little ahead of your competitor.

Work with and for the trade.

### Engine Salesmen Wanted

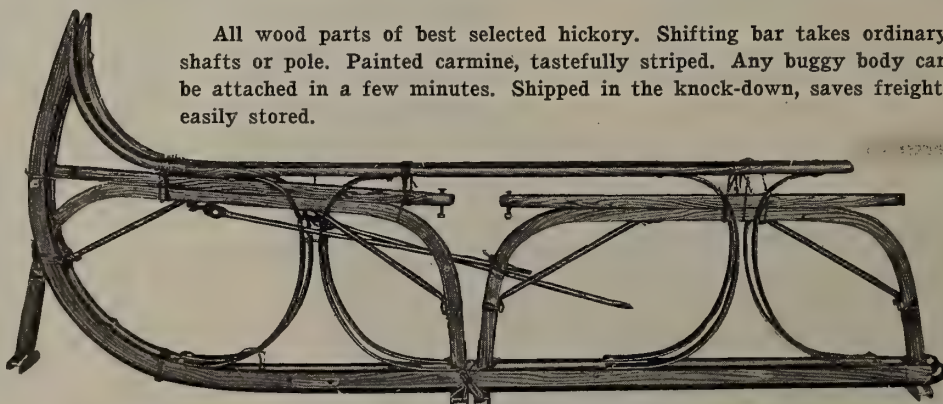
We have openings for exceptional positions for gasoline engine salesmen qualified to get orders signed in the Western Canadian territory. State experience and salary wanted. Address L. M., care of "Canadian Farm Implements."

## ACKLAND'S KNOCK-DOWN CUTTER GEARS

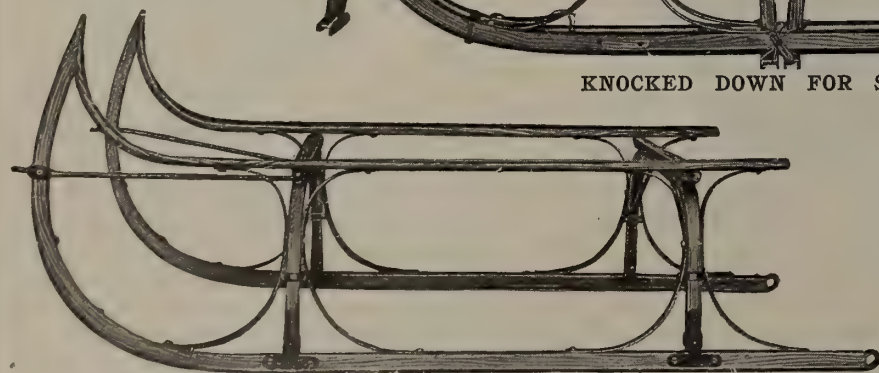
### Get a Supply Now Watch Them Sell

Set one up in your warehouse. Runners  $1\frac{1}{4} \times \frac{7}{8}$ ; knees bent  $1\frac{1}{4}$  in. square, reinforced with  $\frac{7}{8} \times 3/16$  steel scroll braces. Shoeing  $\frac{7}{8} \times \frac{3}{8}$  steel; track 3 ft. 2 in.; run 5 ft. 2 in.; length 6 ft. over all; height 18 ins. VERY LOW PRICE. SEND YOUR ORDER TO-DAY.

All wood parts of best selected hickory. Shifting bar takes ordinary shafts or pole. Painted carmine, tastefully striped. Any buggy body can be attached in a few minutes. Shipped in the knock-down, saves freight, easily stored.



KNOCKED DOWN FOR SHIPMENT



SET UP READY FOR USE

Strong, Finely Finished,  
Best Materials

OUR IMPLEMENT  
SUPPLY CATALOG FOR  
1917 IS JUST OFF THE  
PRESS. SEND FOR YOUR  
COPY, AND SAVE YOUR-  
SELF MONEY.

The  
Best  
Place

**D. Ackland & Son, Limited**  
TRADE MARK  
Calgary  
Edmonton  
65-68 Higgins Ave.  
Winnipeg

The  
Best  
Goods



**STOVEL CO. LTD.**  
WINNIPEG, MAN.



### Names for Automobile Bodies

With the development of the automobile industry, there has been a vast number of different types of bodies designed for cars. Many men, even automobile dealers, are not generally conversant with the many different names given to different types of bodies. The man in the street usually stops short when he describes the difference between a roadster and a touring car.

A committee of the Society of Automobile Engineers have now made a clear definition of what comprises the different types of bodies now produced. The definitions are as follows:

**Roadster**—An open car seating two or three. It may have additional seats on running boards or in rear deck.

**Coup  let**—Seats two or three. It has a folding top and full-height doors with disappearing panels of glass.

**Coup  **—An inside operated, enclosed car seating two or three. A fourth seat facing backward is sometimes added.

**Convertible Coup  **—A roadster provided with a detachable coup   top.

**Clover Leaf**—An open car seating three or four. The rear seat

is close to the divided front seat and entrance is only through doors in front of the front seat.

**Touring Car**—An open car seating four or more with direct entrance to tonneau.

**Salon Touring Car**—A touring car with passage between front seats, with or without separate entrance to front seats.

**Convertible Touring Car**—A touring car with folding top and disappearing or removable glass sides.

**Sedan**—A closed car seating four or more all in one compartment.

**Convertible Sedan**—A salon touring car provided with a detachable sedan top.

**Open Sedan**—A sedan so constructed that the sides can be removed or stowed so as to leave the space entirely clear from the glass front to the back.

**Limousine**—A closed car seating three to five inside, with driver's seat outside, covered with a roof.

**Open Limousine**—A touring car with permanent standing top and disappearing or removable glass sides.

**Berline**—A limousine having the driver's seat entirely enclosed.

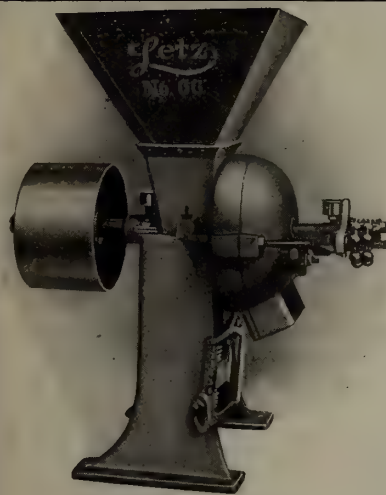
**Brougham**—A limousine with no roof over the driver's seat.

**Landaulet**—A closed car with folding top, seats for three or more inside, and driver's seat outside.

### Does Advertising Pay?

The dealer who does not believe in the use of printer's ink has never advertised or has never advertised right. The failure to produce results is not chargeable against advertising, but rather against the manner in which it is done. There is surely something more than a coincidence in the fact, as proved from statistics from Bradstreets, that 84 per cent of the failures in retail business are among men who were non-advertisers.

Advertising is the most potent force in modern merchandising. It creates business and holds business. It conquers unfair competition promotes right dealing and in a great measure helps to eliminate the competition of mail order concerns. The bald fact that a man sells farm implements, as indicated by the signs upon his establishment, is not sufficient. The prospective customer should know what you have to sell, and why he should buy it. The local paper, at no great cost, can become a business-getter for any implement dealer who uses its advertising columns consistently. See to it at all times that your advertising is seasonable. This is important.

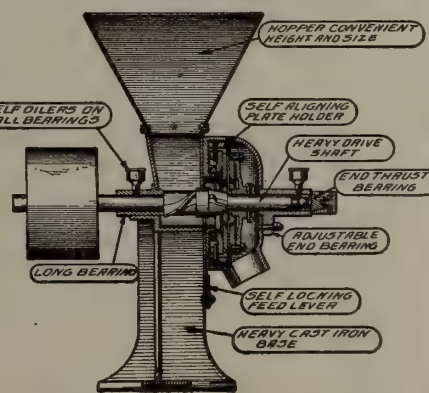


### Highest-Grade Grinders at a Really Low Price

Selling Points? The Letz Mills are full of them! Fine, fast grinding; self-aligning, self-sharpening plates; more grinding at less cost; exceptional durability; non-clogging; silent running. Grind wet grain perfectly. Low power requirements.

Letz self-sharpening steel plates are warranted to grind finer, faster, and four times as much grain before dulling, than any other plate made.

Show Your Customers the Self-Sharpening Silent Buhr



Made in Three Sizes

- |        |       |                |
|--------|-------|----------------|
| No. 33 | ..... | 6-inch plates  |
| No. 66 | ..... | 8-inch plates  |
| No. 99 | ..... | 10-inch plates |

Every mill guaranteed to grind to its rated capacity. Power required: No. 33, 1 to 3 h.p.; No. 66, 2½ to 7 h.p.; No. 99, 6 to 12 h.p. Give perfect results on all small grain.

#### GET THIS AGENCY

Some dealer will make big money selling them in your territory. Let's hear from YOU.

Manufactured Expressly for

**Cushman Motor Works of Canada, Limited**

Manufacturers of the World-Famous 4-H.P. Cushman Binder Engine

289 Princess Street

WINNIPEG, MAN.

Distributing Warehouses: Toronto, Ont., and London, Ont.

#### EXCLUSIVE SELLING AGENTS FOR

Fanning Mills—Smut and Pickling Machines—Vacuum Washing Machines—Lincoln Grinders—Lincoln Saws—Incubators—Universal Hoists—Langdon Ideal Self Feeders—Portable Grain Elevators—Wagner Hardware Specialties—Mountaineer and Little Giant Neck Yoke Centres.



### INCREASE YOUR PROFITS THIS WINTER

You can do so with ease if you handle

**MAX TANK HEATERS**

Made of best quality heavy sheet steel with welded joints, making a one-piece body. Cast Top—Self-dumping Grate—Smoke Pipe with spark arrester.

Easy to Handle. Quick to Heat.  
Built to Last.

Put a sample on the floor, it will sell.

Write to-day for full particulars.

**Winnipeg Ceiling and Roofing Co., Limited**

Manufacturers of Sheet Metal Building Goods and Farm Specialties

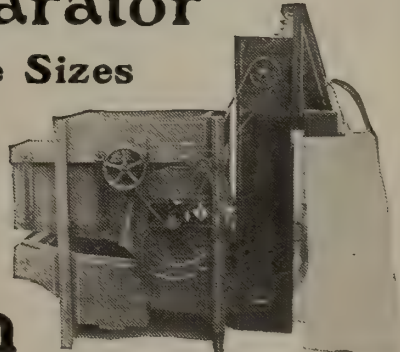
P.O. Box 3006 F.I. 8

Winnipeg, Man.

### The New Chatham Fanning Mill and Grain Separator

Made in Three Sizes

**The 1917 Chatham**



Turns Easier Makes More Wind Cleans Better  
and retains the same sturdy construction that has made the Chatham famous

**"THEY LAST LONGER"**

WRITE FOR ILLUSTRATED CATALOGUE

**GRAY - CAMPBELL, LIMITED**

MOOSE JAW, SASK.



## A Neglected Line

Were the average man asked what were the most monotonous jobs upon the farm, his mind would spring to a certain ancient saying regarding "hewers of wood and drawers of water." The windmill is steadily becoming more popular in the solution of the water problem, but so far as the wood saw is concerned there is room for improvement. Every farmer is aware of the labor entailed in sawing his annual supply

of wood, while many farmers now possess engines who have still no means of cutting wood save the old hand saw. The modern sawing outfit does not require much power to operate it, the average farm engine having all that is necessary. The power obviously varies with the size of saw used, and the nature of the wood being cut.

Some sawing outfits are made with heavy wood frames strongly braced; others again have steel frames. Usually the pulley, fly-wheel and saw are mounted on the same shaft, but for handling long logs the flywheel is on a countershaft beneath the frame. The majority of sawing outfits are equipped with safety devices to guard the operator from accident. The saw may either be

mounted upon a stationary frame or on a portable truck, a type largely used for custom sawing. Usually the concern who handles saw frames quotes on the frame only, which can be equipped with the size of saw the customer requires. Consequently it is wise for the dealer, when laying in a stock of frames, to stock several different diameters of saw blades. Both individual and portable outfits can be sold, for in many localities farmers can do a very profitable business in wood sawing for their neighbors. Such custom outfits are naturally more expensive, while about a 6 h.p. engine is necessary for their operation.

As the country develops and fencing becomes more common, the cutting of fence posts becomes a tedious job for the farmer. With a sawing outfit the posts can be quickly and economically handled. From every standpoint it is evident that the wood saw business can be increased in the average community. Of course in a territory barren of timber the sale of this type of equipment is necessarily limited, but where timber exists there should be a large demand. No job takes more time and back-breaking drudgery than sawing wood, so it would be a wise policy for the dealer to investigate the various sawing outfits upon the market, getting a sample for his store. It is rarely satisfactory to sell from a catalog, and with the outfit in front of a prospective customer a sale is more easily consummated. This is a line to which little attention has been given, and one which the dealer can very profitably push during the winter months.

get-together idea would do away with a great deal of existing friction between town and territory. Townspeople and farmers ought to get together. Their interests need not run in diverging channels. When they come to a mutual understanding of each other's needs and viewpoint, it will be better for both town and country.

The farmer needs better marketing facilities. The business men of the town can assist him in securing them. The merchant needs the farmer's trade, and when a spirit of reciprocity is shown on both sides, he will get it.

### Passing Thoughts

When a man calls you "Brother" always count your money before he gets away from you.

The married woman who slob around the house and looks like something the cat dragged in, often wonders why other women look so good to her husband.

A chorus girl can buy a motor car, diamonds and Parisian costumes on \$25 per week, and the jury of old hens says: "Isn't she cute?" But if a shop girl can afford more than one dress on \$10 per week the jury agrees that there is no hope for her.

### To Employers of Labor

Find out what jobs are vacant in your community. Make it a matter of pride for employers to give the first chance to a returned soldier.

Encourage the men to get back to work. Loafing is bad for them, as it is for any of us.

If you are an employer, give the returned soldiers a fair show. It may take a little time for them to get their bearings. Have patience with them and encourage them—they have suffered so much for you.

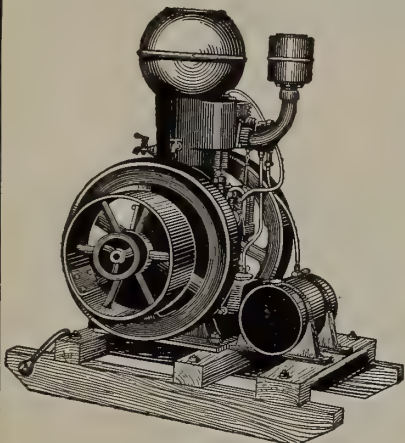
### Community Co-operation

The small town and village associations can do their localities a service by including in their membership the progressive farmers of the community. This

## THE LISTER LINE LEADS THEM ALL

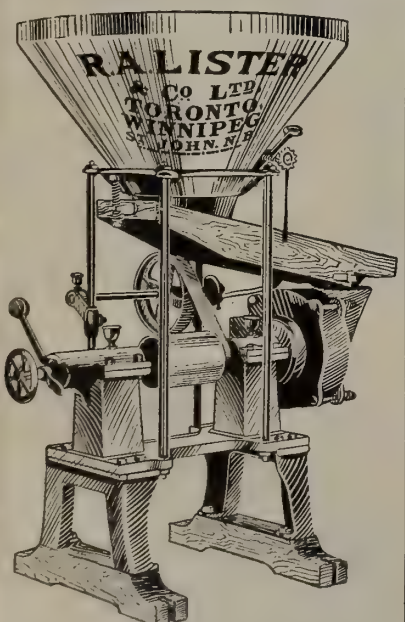
Increase Your Business by  
Getting a Lister Contract

## LISTER ENGINES



British built, durable; only the best materials. Shipped complete with skids. High tension ignition. Automatic lubrication. Made in 2, 3, 5, 7 and 9 h.p. sizes.

## LISTER GRINDERS



Very large capacity; easy running. Fine adjustment. Strong reversible plates. Guaranteed to grind more feed on the same power than any grinder of the same size made. With or without base.

### OUR LINE INCLUDES:

"Canuck" Gasoline Engines, Grain Grinders, Electric Lighting Plants, Milking Machines, Cream Separators, Churns, Sawing Outfits, Silos, Combination Threshers, Pumps, Pump Jacks, etc.

ASK US ABOUT TERRITORY

**R. A. Lister & Co. Ltd.**

WINNIPEG

Toronto Quebec St. John

## PETERS PUMPS

Gives More Water  
in Less Time with  
Less Energy

Made in many styles and sizes, they will meet all requirements of the Western Canadian farmer.

## PETERS' Double Cylinder Force Pump

is the last word in pump service. Unequaled in Design, Action and Durability. They are different from all other pumps in construction and finish, and have exclusive features that make sales easy to customers who want the BEST in pump value.

Dealers:  
Get Peters' Pump Proposition for 1917

ALWAYS  
DELIVER  
THE WATER

Our line is absolutely up-to-date in every respect. Every pump we produce is given special attention. Peter's Pumps are perfectly assembled—they have no "come-back." Sell them and you make satisfied customers.

A POST CARD WILL BRING OUR LATEST CATALOG.

Manufactured by

*Peter's Pump Company, Newnan, Ga.*

Exclusive Canadian Agents:

**Tudhope Anderson Co., Ltd.**

Winnipeg Regina Saskatoon Calgary

Write Nearest Branch House for Particulars.

## ATTENTION! HARDWARE MERCHANTS IMPLEMENT DEALERS AND PUMP MEN



WE are the largest Manufacturers of wood and iron pumps in Western Canada. We carry complete stocks at both Brandon and Calgary for immediate shipment. If you live in Alberta write Calgary; if you live in Manitoba or Saskatchewan write Brandon.

Write us for our new Catalog before you order, or send us a trial order and you will be convinced that you can buy cheaper from us than elsewhere.

**Manitoba Engines, Limited**  
Brandon, Man. and Calgary, Alta.





**Farm Machinery—25 Years Ago**

In an east Canadian farm journal a gentleman, who had been engaged in other pursuits for twenty-five years, relates how he was interested by the changes in farm machinery that had taken place when he decided to go back to farming. He writes:

"I expected to find that a perfect revolution had been effected during the 25 years that I had been engaged in other pursuits. I found, however, that I could very well undertake to run a modern farm with the same implements that we had on my father's place 25 or 30 years ago.

"Take binders for instance. The old Harris binder that we had was purchased about 28 years ago, and I understand that it worked for 12 seasons before it was finally disposed of. The binder did just as good work in the average crop as the most up-to-date machine I have seen in operation. A few changes had been made for the better, one of which is that our binders are now made open behind. The main tendency, however, seems to be to produce bigger machines. Our old binder cut a swath only five feet wide, but we could have had a six-foot make if we had known enough about binders to make so wise a choice."

He further comments on a reaper he fancies was called the "Harvest Queen," and was interested to find that in the west flax was being cut by new reapers practically the same in principle as the reaper he operated as a lad. Speaking of the old Wisner grain drill, this writer says that he considers it worked equally as well

as the modern disk drill. The hay fork he found still in use in his father's barn was purchased 30 years ago, and had served all these years with a repair cost of only a couple of new ropes. The first cultivator that had been bought on the farm was a rigid framed affair which, however, did good work but was, not suited to rough land. To this man the two-row cultivator and the disk harrow were innovations, as were the gasoline engine, hay loader and side delivery rake. He considers that in the past 25 years the improvements on implements are not so great on the common machines as we generally believe. "The old implements," says he, "did good work; modern implements copy them largely in detail, the greatest difference being that they are larger and have greater capacity."

**Tractor Troubles**

In relation to the tractor a great many farmers pursue a policy of "watchful waiting." Many of the purchasers of early tractor models had little success with them, with the result that they prefer to await demonstrations that give them entire satisfaction.

The reasons for failures with the first outfits are numerous and it is often difficult to say definitely whether the fault lies with the implement or with the operator. The amount of trouble encountered by farmers with new machines naturally depends upon the complexity of the outfit. The first mowing machines gave considerable trouble, the reapers gave more, and the binders, with their more complicated mechanism, were far

worse than either of the other two. Yet the farmer of to-day, after years of experience with the binder, considers it a very simple machine and has little difficulty in operating it and in making the necessary repairs and adjustments.

The farm tractor, with its gasoline engine, is more difficult for the average farmer to master than any other farm machine. This is principally due to the fact that the ignition system embodies an element to which he is still comparatively a stranger—that is, electricity—although he usually requires considerable experience before he is competent to care properly for the other parts of the outfit.

It is an easy matter to learn how to start the motor, how to shift gears, operate the clutch and steer the outfit, but the ability to do all these things well by no means qualifies a man as an efficient operator. They are of much less importance than the ability to detect loose bearings and properly tighten them, to keep the carburetor adjusted correctly, to maintain the ignition system in first-class condition, and many other

things which are necessary to keep the motor developing its full power.

**How Did You Die?**

Did you tackle the trouble that came your way  
With resolute heart and cheerful;  
Or hide your face from the light of day  
With a craven soul and fearful?

Oh, a trouble's a ton, or a trouble's an ounce,  
Or a trouble is what you make it,  
And it isn't the fact that you're hurt that counts,  
But only how did you take it?

You are beaten to earth? Well, well, what's that?  
Come up with a smiling face!  
It's nothing against you to fall down flat,  
But to lie there—that's disgrace.

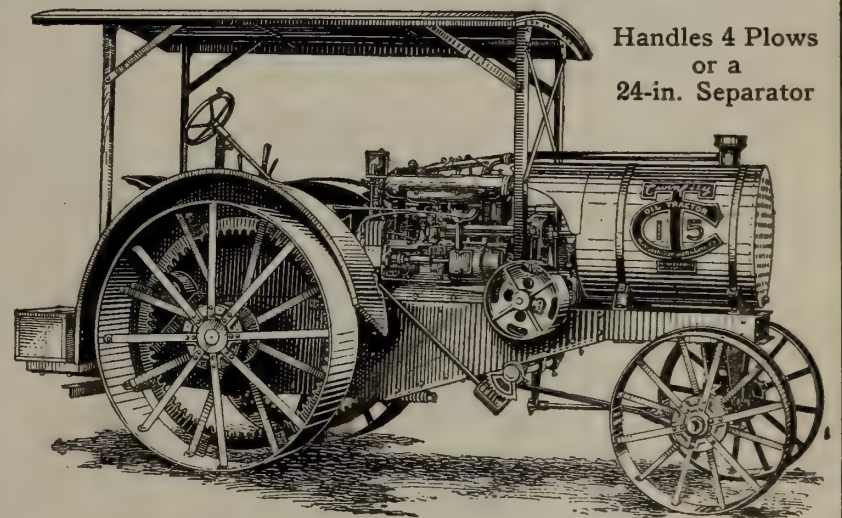
The harder you're thrown, why the higher you bounce,  
Be proud of your blackened eye!  
It isn't the fact that you're licked that counts,  
But how did you fight—and why?

And though you be done to the death, what then?  
If you battled the best you could,  
If you played your part in the world of men,  
Why the critic will call it good.

Death comes with a crawl or comes with a pounce,  
And whether he's slow or spry,  
It isn't the fact that you're dead that counts,  
But only how did you die?

## The Twin City "15"

### A BIG, LIGHT-WEIGHT TRACTOR



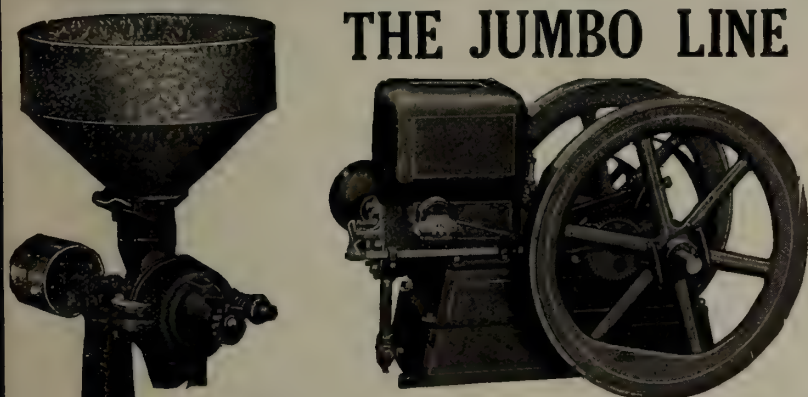
Handles 4 Plows  
or a  
24-in. Separator

**REPRESENT A FULL LINE**

The selection of a Tractor demands that you hitch up with a good line of one make, a line with a tractor to suit any size of farm, tractors that have demonstrated their efficiency by years of use. The "Twin City" line fills the bill, and the "Twin City" "15" is the most reliable light tractor you can sell. Simply a small model of the big fellows, but powerful enough for every kind of farm and road work. Has a 4-cylinder heavy duty, kerosene-burning 2-speed engine. The "15" sells, satisfies, stays sold and helps sell more.

ALL SIZES BURN KEROSENE, DISTILLATE AND GASOLINE  
LET US SHOW YOU WHAT OUR LINE OFFERS DEALERS

**Minneapolis Steel & Machinery Co. of Canada, Limited**  
923 LOGAN AVENUE WEST WINNIPEG

**SELL "JUMBO" GASOLINE ENGINES**

Made in 1 3/4, 2 1/2, 4 1/2 and 6 h.p. On skids, strong iron sub-base or trucks; make-and-break ignition; battery or magneto. At an additional cost our 2 1/2, 4 1/2 and 6 h.p. engines can be supplied in the throttling governor type for burning kerosene as well as gasoline. You can't sell a better engine.

**And LITTLE JUMBO FEED MILLS**

Greater range of capacity than any other mill. Low power consumption. Fine adjustment. Grinds from 10 to 30 bushels per hour; 6-inch burrs; weight 90 lbs. Steel and iron construction throughout.

**DEALERS:**  
Get our Agency  
Offer. It can't  
be beaten.

Manufactured by **Nelson Brothers Company** Saginaw, Mich., U.S.A.  
Western Canadian Jobbers

**Tudhope-Anderson Co., Limited**

WINNIPEG REGINA SASKATOON CALGARY



### Our Returned Soldiers

The care of the soldier who has returned to Canada, mutilated or weakened as a result of active service, is the prime duty of Canadians. For some months the Canadian Patriotic Fund has been endeavouring to ensure that the men already back from Europe should suffer no want. This work has been voluntarily undertaken by local committees of the Fund, although in most instances their time is fully occupied with the task of making provision for the families of soldiers.

Each soldier is interviewed at Quebec by a representative of the Fund and a confidential report sent by the latter to the patriotic committee of the town to which the soldier is going. This serves the twofold purpose of protecting the Fund against the greedy or unscrupulous and of giving the local committee information that is helpful in finding employment for the deserving. Not every man who returns to Canada wearing His Majesty's uniform is included in the latter category, but the great majority have done their duty in the fullest degree. To the latter it has been the privilege of the Fund to present a small badge bearing the words, "For service at the front." The men who are

wearing these badges are the worthiest citizens that we can acknowledge. Like charity, that badge should be allowed to cover a multitude of sins.

The work that the Canadian Patriotic Fund can do for returned soldiers, however, is limited by Act of Parliament, and it has been specifically enacted that no assistance can be given by the Fund to "any person who is in receipt of any gratuity, pension or allowance paid by His Majesty or by any foreign government in consequence of incapacity or death occurring as aforesaid." Partly on this account and largely because the pensions and gratuities paid to incapacitated men are oft-times admittedly inadequate, it has been necessary to establish a Hospitals Commission and Disablement Fund. The officials of the latter, in their report to the Federal Government, recommended among other measures, that provincial commissions be formed for the purpose of supplementing these pensions either by monetary grants or by free training in various trades. The Soldiers' Aid Commission of Ontario, as we have said above, is the first step in this direction. Already it has announced its intention of mobilizing the manufacturers of Ontario and we do not doubt that the

process will be facilitated by the manufacturers themselves. Others also will be asked to lend their aid in discharging a great national duty and there is every prospect that in Canada at least the traditional tragedy of the returned soldier will have no place.

In this worthy task of employing the returned soldier, we feel sure that manufacturers, wholesalers and dealers in farm machinery and equipment will do what is possible under existing trade conditions.

### What Tractor Plowing Demonstrations Show

The tractor plowing demonstrations this year had a direct purpose—to better acquaint West Canadian farmers with the different makes, sizes and types of light tractors on the market to-day. While manufacturers go to considerable expense to exhibit and demonstrate their tractors, and also concerns who specialize in the production of light tractor plows, each hopes to sell some of his machines, and also to give wide publicity to the type of machine, tractor or plow, that he offers. In the end the decision is left entirely with the purchaser. It is up to the farmer himself to decide whether or not any of the machines demonstrated would prove a good investment for his individual farm, and which make or size would best fit his needs.

At such demonstrations the end to be aimed at should be to show the outfits working under normal conditions. Excessive speed and circus stunts do not impress the practical farmer.

Almost without exception, manufacturers realize that if their machines appeal to farmers they must do so strictly from the standpoint of practicability for use on their own farms, and they have, therefore, endeavored to give farmers an opportunity to view

their machines from that standpoint.

From the dealer's standpoint, a better idea is formed of what constitutes the best outfit for his particular locality than could be gotten in any other way. He sees the tractor and plow in operation and can form his own conclusions. An hour or two spent by the dealer at such tractor plowing demonstrations should convince him for or against a tractor with greater certitude than anything else could possibly do. It saves him tedious correspondence and allows him to form an opinion at first hand.

### In Terms of the Investment

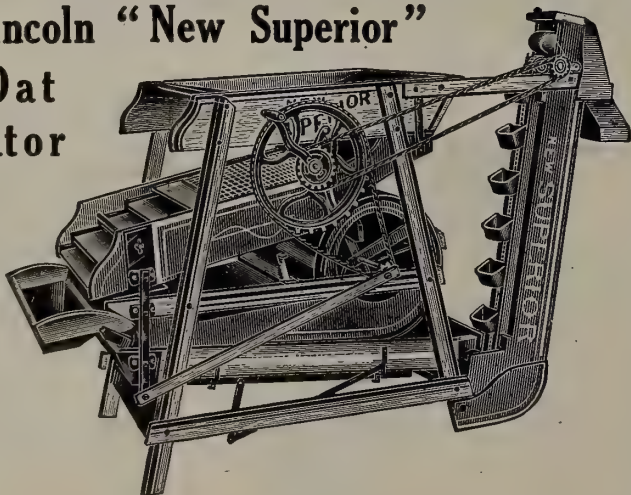
Returns per dollar of investment is the thing which determines the amount which a man can invest in power. In many cases the investment in a tractor will not be larger than in the other forms of power which the tractor will replace, but the question which should determine whether or not one shall buy a tractor is not whether the investment is more or less, but the comparative results from the investment. Comparative results using a tractor and using horses prove beyond question of a doubt that the results from the use of tractor power in the way of decreased cost and increased crops would justify, if necessary, a much greater investment in this form of power.

## KING OF WILD OAT SEPARATORS

### The Lincoln "New Superior"

#### Wild Oat Separator

With our patented open and blank space sieves, it positively separates every wild oat seed, causing them to lie flat, and not up on end.



### Patented Adjustable Wind Boards

are provided so that blast is always under control. Can blow out as much or as little as you like, making it a perfect oat cleaner and grader. The lower shoe is fitted with a cleaning rack that is adjustable, never touching the sieve, but just close enough to knock out any grain that gets stuck when going over the sieve. It is movable, working back and forth about two inches in opposite directions to the shoe. By this improvement the capacity is increased about 25 per cent.

#### It is Strong, Well-built and Bolted—Not Nailed

Our machine is built to clean any kind of grain and do perfect work. What the "NEW SUPERIOR" cannot do, no other can do. Exceptionally easy to operate, it will appeal to your customers.

Made in Sizes 24, 32 and 42 inches wide, with or without bagger, and with power attachment for gasoline engine if desired.

WRITE FOR DEALER'S PROPOSITION AND FULL PARTICULARS.

## Cushman Motor Works of Canada, Limited

Builders of light weight, high grade Gasoline Engines for all Farm Power Work  
289 PRINCESS STREET WINNIPEG, MAN.

### Subscribers'

#### Information Service

Under this heading we will reply to enquiries from jobbers and dealers concerning the location of machine manufacturers, where repair parts may be obtained, etc. Endeavor always to give name of manufacturer. For immediate reply, enclose stamped, addressed envelope. Send enquiries to Information Dept., CANADIAN FARM IMPLEMENTS, Winnipeg.

## BRADSTREET'S

Established 1849 Capital and Surplus, \$1,500,000

Offices throughout the civilized world. Correspondence invited

#### Executive Offices:

346 and 348 BROADWAY, NEW YORK CITY, U.S.A.

#### OFFICES IN CANADA:

Halifax, N.S.; Montreal, Que.; St. John, N.B.; Hamilton, Ont.;  
Ottawa, Ont.; Toronto, Ont.; London, Ont.; Quebec, Que.;  
Calgary, Alta.; Edmonton, Alta.; Vancouver, B.C.

C. G. SCHAFFTER, Supt.

Commercial Travellers' Building, WINNIPEG, Man.



# Sell the Real Kerosene Tractors MOGUL or TITAN—NOW

**J**UST now the farmers are in the tractor-buying mood. The trials of the past year's work with horses are fresh in their minds. Two big factors have been at work that will result in very many tractor sales by dealers this winter.

1. Farmers have come to see that horses are not fit for the killing work of harvest, haying, plowing, etc. The high prices of horses and horse cost are giving them some worry, too.



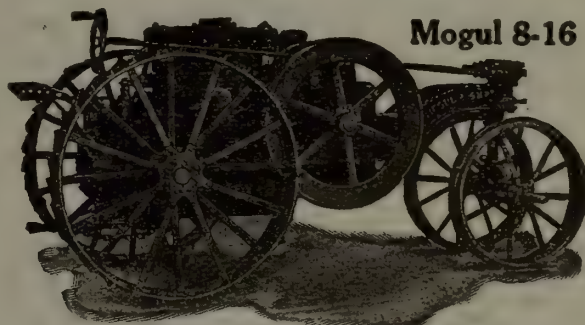
Titan 15-30

2. The big tractor farming demonstrations that have interested thousands of the alert farmers of Western Canada.



Titan 30-60

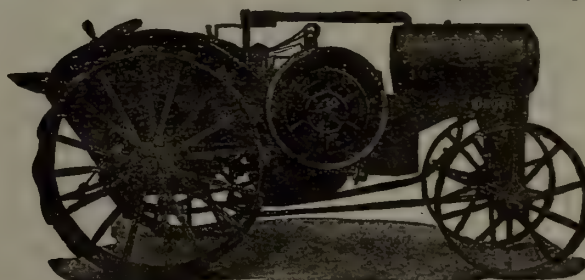
**DEALERS!---**This is the proper time to sell **MOGUL or TITAN KEROSENE TRACTORS---**now that everything has combined to put your customers in the tractor-buying mood. Write to the nearest branch house now—in the nick of time.



Mogul 8-16



Mogul 12-25



Titan 10-20

**INTERNATIONAL HARVESTER COMPANY OF CANADA, LTD.**

## BRANCH HOUSES

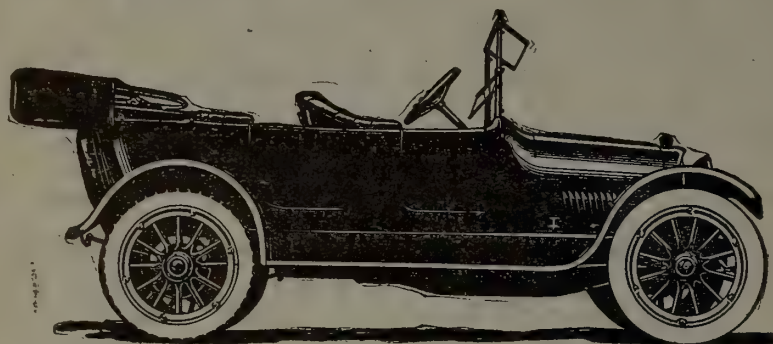
WEST: Brandon, Man.; Calgary, Alta.; Edmonton, Alta.; Estevan, Sask.; Lethbridge, Alta.; N. Battleford, Sask.; Regina, Sask.; Saskatoon, Sask.;  
Winnipeg, Man.; Yorkton, Sask.  
EAST: Hamilton, Ont.; London, Ont.; Montreal, Que.; Ottawa, Ont.; Quebec, Que.; St. John, N.B.



## AN UNUSUAL DEALERS' OPPORTUNITY

Do you want to sell cars that stand up and deliver faithfully and dependably under the most trying conditions of service? In their respective lines the GRAY-DORT, the REO and the PEERLESS are, we believe, the best lines for a dealer to handle in Western Canada.

## GRAY-DORT REO PEERLESS



The cars we distribute when sold stay sold—no come backs! If these cars are not represented in your territory, get in touch with us and let us show you WHY. It means money for you. Write at once.

**Joseph Maw & Co., Limited**

*Factory Representatives*

112-118 King Street Winnipeg, Man.

## Bull Dog Mills Get and Hold Trade



32-inch Bull Dog Mill, with Bagger.

Wheat around \$2 a bushel is too valuable to ship uncleaned. Sell your customers Bull Dog Mills, so that they can clean their grain, save dockage and also select strong, healthy seed. Every mill sold on an absolute guarantee. Clean wheat, oats, barley, timothy or clover. Made in five sizes: 24, 32, 40, 48 and 64 inch widths. Capacities 25 to 150 bushels per hour. Power attachments supplied for 24 and 32 inch mills. Larger sizes fully equipped for power. Have a Bull Dog on your floor.

## BULL DOG WILD OATS SEPARATOR

A special machine for taking Wild Oats out of Tame Oats and Barley—and DOES IT.

Grain passes down revolving corrugated rolls, tumbling on end and allowing the wild oats—thin berries—to go through perforations. The large, plump barley kernels are retained. Gives the farmer a perfect means of grading tame oats, removing mustard and wild oats, culling the strong grain for seed. Made in 3 and 6-roll sizes. Power attachments and baggers furnished if desired.

WRITE FOR PARTICULARS



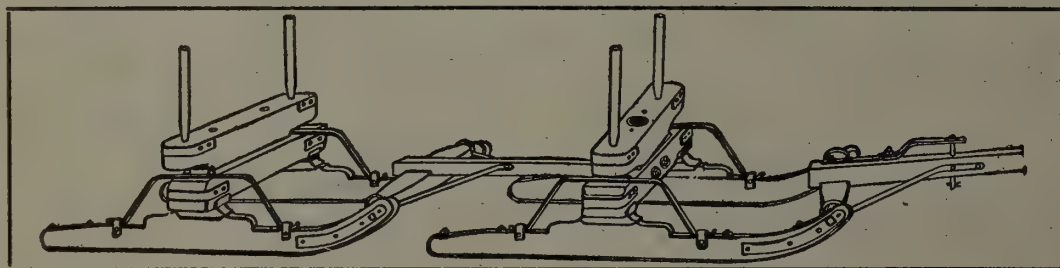
Bull Dog Model C Six-Roll Wild Oats Separator. Capacity, 40 bus. per hour

Specialists in Grain Cleaning and Grading Machinery

**TWIN CITY SEPARATOR CO., LIMITED**

Off Logan Ave. on Quelch Street Winnipeg, Man.

## Farmers KNOW That "Tudhope-Anderson" Means the BEST



Handle the Empire Sleigh and you can control the sleigh trade in your territory. Built by experts and from the best materials. Thoroughly tested—and our guarantee goes with every sleigh. Runners 2, 2½ and 3 inches; depth, 4½ inches; length, 6 feet. Track, 36 and 40 inches. Bolster 38, 40 and 42 inches. Price very reasonable. The superior constructional features in these sleighs appeal to every farmer.

Empire Sleighs have selling points in every feature of their construction. Oscillating Runners of white oak. Heavy Rave Irons. Extra long shoes. Benches and Bolsters of seasoned birch and maple, with heavy steel wearing plates. King Bolt of extra stiff steel. Either long or short poles, strongly braced. Neat in finish and design. Get prices and particulars to-day.

And Implement Dealers have proven that the Tudhope-Anderson Line means steady, satisfactory Business

## EMPIRE No. 2 SLEIGHS

Cast or Steel Shoes

"THE SLEIGH THAT IS BUILT TO LAST"

## "WINNER" SEPARATORS and CLEANERS

In Three Sizes: 24, 32 and 40 Inches

We guarantee the "Winner" to have double the capacity of any other fanning mill and to do 75 per cent better work on all kinds of grain and seeds. Capacities: No. 1, 30-40 bushels per hour; No. 2, 40-60 bushels; and No. 3, 60-80 bushels. Very easy to operate and gives perfect results. Built throughout of the best materials. Furnished with or without Bagger.

Separates, cleans and grades the grain as does no other machine. Have one on your floor and show your customers how to save dockage and cleaning charges. With a "Winner" they can market clean grain and conserve their screenings. Why should they pay the elevator for cleaning when at a very reasonable price they can purchase a "Winner" Separator. A postal card will bring you full particulars and prices of this profit-builder for farmers.

Write us for our liberal proposition to dealers

**TUDHOPE-ANDERSON CO., LTD.**

Winnipeg

Regina

Saskatoon

Calgary





# CANADIAN FARM IMPLEMENTS

VOL. XII., No. 12

WINNIPEG, CANADA, DECEMBER, 1916

SUBSCRIPTION PRICE IN CANADA (Per Year, \$1.00 Per Copy, 10 Cents)



## UNION BANK OF CANADA

Established 1865

HEAD OFFICE WINNIPEG  
Paid-up Capital \$ 5,000,000  
Reserve Fund 3,400,000  
Total Assets, over 100,000,000

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This bank, having over 315 branches in Canada, extending from Halifax to Prince Rupert, offers excellent facilities for the transaction of every description of banking business. It has correspondents in all cities of importance throughout Canada, the United States, the Continent of Europe, and the British Colonies. Collections made in all parts of the Dominion, and returns promptly remitted at lowest rates of exchange.

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## DEALERS: Watson's Repair Service Will Save You Worry

### Complete Repair Stocks carried for MOLINE IMPLEMENTS

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(Best Ever, Good Enough, etc.) (Economy)

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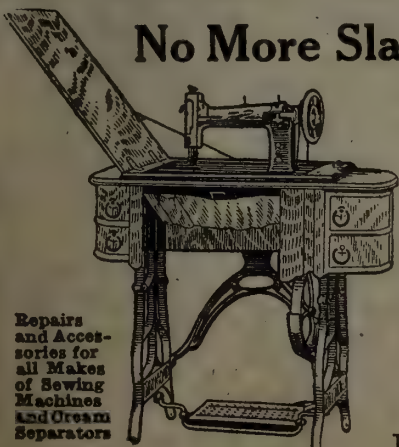
If it is a Moline Implement we can ship you a Repair Part on the shortest notice. Give full description of part.

—ALSO REPAIRS FOR—

JANESVILLE PLOWS, DISK HARROWS, Etc.

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LIMITED

CHAMBERS AND HENRY STREETS, WINNIPEG



Repairs and Accessories for all Makes of Sewing Machines and Cream Separators

## No More Slack Season! Sell the "Dominion" Line

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"Dominion" and "Goodrich" Sewing Machines and "Dominion-Reid" Cream Separators

You Can Meet All Competition

INVESTIGATE AT ONCE!

The Dominion Sewing Machine Company

80-82 LOMBARD STREET, WINNIPEG

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Capital authorized \$10,000,000

Capital Paid up 6,000,000

Reserve funds and undivided profits 7,500,000

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In connection with each Branch

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BOISEVAIN	BRANDON	Manitoba	DELORAIN	SELEIRK
	WINNIPEG (6 Branches)			
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GREENFELL	MOOSE JAW	REGINA	SASKATOON	
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# What is There For You in a COCKSHUTT AGENCY?

An opportunity to handle the most popular line of Farm Implements and equipment in Western Canada—a line that is consistently advertised and when sold is backed by the strongest kind of guarantee.

A line that puts you in a position to go after ALL the implement trade in your community—plowing, cultivating, seeding, haying and harvesting implements, chore machinery and vehicles—everything the farmer needs.

## **SOME OF THE LINES:**

Plows in Single Furrow and Gang Styles  
Tractor Plows  
Disc Plows  
Disc Harrows  
Drag Harrows  
Pulverizers  
Seed Drills  
Cultivators  
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Spreaders  
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Etc. Etc.

A name that stands for QUALITY in the implement trade. The name means a lot but the reputation of the goods means more to the man selling them. The farmer knows that back of that name there is a record of good materials, up-to-date design and painstaking service that makes a Cockshutt purchase the safest buy.

A full line!—Do you realize just what that means! No wasted effort trying to convince a man that he should buy a Blank drill or a Blank spreader when he knows that Cockshutt Plows have given him the kind of service he wants. How much easier it is to sell him a Cockshutt drill when he has had that experience with his plow. Work the full line—there's money in it!

An organization that has branch offices and warehouses at all important distributing centres. Full stocks of repairs are carried at these branches so prompt service is assured in this important end of the business.

And help when you need it to close sales. Cockshutt blockmen and salesmen are specialists and always ready to put their knowledge at your disposal.

*If there is not a Cockshutt Agency sign in your community someone is missing a valuable connection and much good business. If interested write our nearest branch for agency proposition and catalogs.*

## Cockshutt Plow Co., Limited

Western Branches: Winnipeg, Regina, Calgary, Saskatoon

Distributing Points: Red Deer, Lethbridge, Edmonton, Brandon, Portage la Prairie



# CANADIAN FARM IMPLEMENTS

Vol. XII., No. 12

WINNIPEG, CANADA, DECEMBER 1916

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Per Copy, 10c.

## LOOKING BACKWARDS—AND GOING AHEAD

The year 1916 may be noted for the spirit of conservatism that prevailed throughout the trade, yet the bumper crops of 1915 and the splendid prices received did much to increase the volume of business. This year in the Canadian West we have possibly been too prone to compare the 1916 crop with that of 1915—which was virtually a double crop. As regards this year's crop it is difficult to state the exact quantities, although the Dominion Department of Agriculture estimates the wheat crop for 1916 at about 159½ million bushels, as compared with 370½ million bushels in 1915. The average yield per acre is estimated at about 16 bushels, as compared with 29 bushels last year. Oats are estimated at 338½ million bushels, as compared with 520,103,000 bushels in 1915, a yield of 34½ bushels against 45¾ bushels per acre. Barley is estimated at 32 1/3 million bushels, as against 53 1/3 million bushels last year. These figures may be taken as being on a very conservative basis, when some of the splendid yields in Alberta are taken into consideration.

During the year, the stocks in dealers' hands have, generally speaking, been low. At its commencement, so far as the retail trade was concerned, the situation was exceptionally "good" as regards carried over goods. There was, during the selling season in spring and summer, an insistent demand for goods which, owing to conditions, the manufacturers found it hard to supply. Ordering goods on a very conservative basis, as against a considerable demand which developed, led to many retailers voicing their complaints that they could not get the goods. It is wisdom to be conservative—but only in reason—especially in these days when deliveries are somewhat problematical and the manufacturers largely at the mercy of the raw material concerns. Letting it be assumed that stocks at the end of this year are generally low, dealers will have to consider well the different conditions which will af-

fect the production and supply of the various lines for 1917 deliveries. That factory stocks are low is a condition which the raw material situation brought about, but one which the dealer will have to seriously consider in regard to getting goods for his next year's operations.

### The 1917 Demand

There is every year a normal supply of farm machinery to replace worn out equipment, to

more machines to replace than ordinarily. Never was a greater necessity for modern farm machinery evident over the whole world. With millions of men removed by war from agricultural pursuits, throughout the world there is a shortage of crops, notably of wheat. The world's principal wheat growing countries show a yield of only 72 per cent of the 1915 crop, and about 92 per cent of the average for the past

industry, which is one or more of his crops. The number of bushels of wheat or the number of bushels of potatoes that he must give up to secure an article depends upon the market price of these crops. The situation to-day is such that the farmer is better able to purchase than he has been, and than he was last year.

To-day the price of implements expressed in dollars may seem high as compared with ten years ago, but as a matter of fact it is lower than the actual cost of production justifies. The difference in the trading value of a bushel of wheat, as expressed in farm implements, is so marked that it can escape no one. Figure if you care the number of bushels of wheat it required to purchase a sulky plow in 1906, compared with the number of bushels of wheat it requires to-day. Wheat at nearly two dollars a bushel is a heavy purchasing factor. Why should not the dealer express the new value of the implements in bushels of wheat? This should be plain justification for prices.

### The Attitude of the Purchaser

Whether or not the individual farmer buys implements next year will not depend so much upon economic conditions as upon the attitude which the dealer takes in regard to his customers. If a dealer persists in being apologetic for the advanced prices of the goods he handles he cannot expect trade. For meat, eggs, butter, clothing, shoes—everything that he eats or wears—the implement dealer is paying more. Yet there is no hesitancy on the part of the butcher, grocer or dry goods merchant in charging the new prices for the goods handled. Why should the implement dealer forward any excuse for the price of farm implements?

Surely the merchant who is handling farm machinery and equipment has just as substantial a reason for advance in prices, which are materially less in percentage. It is equally certain that there can be no legitimate complaint on the part of the consumer against paying such advances in

## Greetings

To each and every one of our many  
Friends in the Implement Business,  
whether near at hand or far away;  
we extend at this season Greetings  
and our Most Hearty Wishes for

## A Merry Christmas

and a

## Prosperous New Year

—Canadian Farm Implements

operate new farms, and so on, but next year it is reasonable to expect that buying will be better than for some years past. Owing to war conditions the help shortage will be acute. To meet this problem the farmer must, more and more, rely on labor-saving machinery. For the past two years, by virtue of war-time economy, he has been buying cautiously as regards farm equipment. Next year he will have

five years. This is significant! Regardless of the advanced prices of farm equipment, farms are going to be worked; the workers are going to buy their necessities, and with the price for their products which they now receive the farmers were never in a better position to purchase new equipment. The buying power of agriculture was never greater.

When a farmer trades for an article he trades the product of his



view of the existing conditions. Generally speaking, the price situation will cause little complaint if manufacturers and dealers conduct business with sufficient determination and good judgment during this period of phenomenal conditions. The mail order and direct selling machine concerns have advanced prices as much as has the manufacturer, jobber, dealer interests, yet the mail order concern has no representation on the ground. If they can get the advanced price, so can the dealer. The dealer will not get trade as a matter of inherent right, but as the channel through which business flows with the greatest economy to the consumer.

#### Method in Business

As year succeeds year it becomes more and more evident that the dealer who is going to succeed is the man who runs his business in a business-like way. Every efficient dealer knows that his success in coming years is largely based on the service he can give. He must endeavor to conduct his business according to the best merchandising methods. The dealer is entitled to a legitimate margin of profit, but for that profit he must give the service the profit pays for.

Every man must secure a margin that will cover his cost of doing business and net him a profit over and above. The man who cuts prices, especially at the present, cannot last. The only way in which this curse can be eliminated is by the formation of strong provincial dealers' associations.

To conduct next year's business the dealer will have to study well every phase in his operations so that all leaks may be stopped. The giving of indiscriminate credit cannot be practised. Long, liberal terms without interest, special or cut prices, excessive, unusual or unnecessary service—all business leaks of these types require elimination if they exist.

#### Get Goods Early

The farmer by this time is very well acquainted with the difficulties as regards supplying goods in the farm machinery lines. He realizes that the raw material market is in an unprecedented condition, and that prompt delivery of implements is the exception not the rule. Fear of not being able to get what he requires will enable the dealer to anticipate the wants of his customers much earlier than usual. He should lose no opportunity to do so, as in this way he can protect both himself and the customer, can lay in stock early and have the goods on hand when called for. Yet the dealer will be wise

to buy conservatively, using care to enable his clientele to get the goods yet without embarrassing himself financially.

The dealer should endeavor to co-operate with the manufacturer. It is unreasonable to blame the latter for high prices or slow deliveries. Every reasonable man must concede that it is imperative that higher prices be paid for both machines and repairs, but for neither should the advances be exorbitant, nor should they go too strong at once. For example, certain machines made largely of wood should not be advanced too strongly because steel costs, say, 100 per cent more than in 1914.

#### Price Situation and Outlook

War has drained this continent of raw materials. Since the beginning of 1915 the price of raw materials and labor entering into the production of farm machinery has increased to between seventy and eighty per cent. That is the average, but such items as the following have advanced much more: Steel bars, 140; iron bars, 115; malleables, 134; steel sheets, 200 per cent, and so on. Further, coke, pig iron, oak, pine, maple, paint, varnish, bolts, everything conceivable has helped to raise the cost of farm machinery. It is, of course, obvious that the cost of manufacture of agricultural implements has greatly increased due to the unusual conditions existing. Steel, steel products, lumber and labor have increased through perfectly natural causes. Every item in production has increased in cost with perplexing regularity to keep step with the enhanced cost of the materials themselves. The farmers' 1917 implement supply will cost him more money, not, however, as much as the increased cost of production justifies. One large harvester works, for instance, reports that since 1902 the increase in wages of workmen has been about 68 per cent. Yet that increased production price has never been added to the cost of the machines. It, further, seems evident that binder twine will cost more for the 1917 season.

Practically 40 per cent of the present steel production of this continent is going abroad for the use of warring countries. The needs of armies are urgent; governments are willing to pay almost any price to secure the desired quantity of steel. Therefore, farm machinery manufacturers must compete with these high prices to procure stocks for their 1917 outputs. Add to this the fact that the manufacturer must face an increased labor cost and overhead expense. The ad-

vance in price of all commodities means that the worker must get more wages to cover the lower purchasing power of the dollar.

#### Future Prices

No man can estimate how long the war will last, and no man can estimate when steel materials will get lower in price. The tendency of prices is upwards, not downwards. Railway companies in the United States, which annually buy about 60 per cent of the total steel and iron production, have bought heavily for 1917; so have shipping interests and automobile manufacturers. Foreign countries are clamoring for steel at any price. Orders for deliveries up to the end of 1917 have been placed, and there is no doubt but that the immense export demand will make prices higher instead of lower. All sources of steel supply are now months behind on their orders. "Steel," said one prominent manufacturer, "and also steel products, are cheaper to-day than they will be until 1919. Even should the war end, the demands of the foreign nations for rebuilding and reconstruction purposes will continue for a considerable period after that date." On this continent there is also a great amount of construction work held in abeyance, which merely waits for lower prices. Big steel structures cannot be built at the prices which the mills now demand per hundred pounds. They will wait, and their waiting will not help steel to go down in price.

#### Looking Ahead

Therefore it would seem that so far as supply and prices go, there can be no betterment of the situation during 1917. Prices, if anything, will go higher. The dealer must simply try to improve his system of doing business, and learn to sell more efficiently and economically. By working his territory persistently and carefully he can maintain his volume of business, and possibly increase it. Manufacturers are compelled to meet new terms of payment, which virtually amount to a cash basis in materials. This change in terms will, possibly, be reflected in the terms passed along to the dealer, and we should recollect that a shortening in terms may assist in extreme advances in the price of the goods. We must adopt shorter terms and cash or note settlement for what we sell. Never was there a better chance to shorten terms in the implement business than at the present. It would be well if 1917 brings to all the realization that the dealer has too long carried the wrong end of the stick in the credit business. Clean stocks,

more frequent turnover and shorter terms will do much to better the business during the coming year.

#### Tractor Farming Demonstration in Eastern Canada

It is estimated that over 20,000 people attended the Eastern Canadian Tractor Farming Demonstration, held near Toronto on November 1, 2 and 3. While plowing by horses was a feature, the farmers had principally gathered to see power farming as applied to plowing, harrowing, seeding, harvesting, etc. Naturally the large proportion of those present were farmers, but dealers attending state that the demonstration should give a decided impetus to tractor sales in the East. Many civic and government officials were present, while practically all of the officials of the Ontario Department of Agriculture attended the demonstration. About 200 acres were plowed during the demonstration, but the farmers were more interested in the mechanical features of the machines than in their plowing efficiency. The fields operated on were absolutely level and free from stone. The following concerns demonstrated their lines, the majority reporting good sales as a result:

#### Tractors and Plows

Avery Co., Peoria, Ill., showed six tractors, three being used for plowing.

Goold Shapley & Muir Co., Brantford, Ont., an Ideal tractor pulling a large plow.

International Harvester Co. of Canada three 8-16 h.p. Mogul tractors.

Sawyer-Massey Co., Hamilton, Ont., exhibited two gasoline and oil tractors, 10-20 and 16-32 h.p.

The Bull Tractor Co., Minneapolis, Minn., showed three of their "Big Bull" tractors.

J. I. Case-T. M. Co., Racine, Wis., showed five tractors of various horse powers.

Among the plows used were several made by the Cockshutt Plow Co., Brantford, by the P. & O. Plow Co., the Oliver Chilled Plow Works, of South Bend, Ind., and the Grand Detour Plow Co., Dixon, Ill. Among the other exhibitors of farm equipment and tractor accessories were:

Aspinwall Mfg. Co., Guelph, Ont.; Birdsell Mfg. Co., South Bend, Ind.; Empire Cream Separator Co., Peterboro, Ont.; New Idea Spreader Co., Guelph; Massey-Harris Co., Toronto; Ontario Wind Engine & Pump Co., Toronto; and the MacDonald Thresher Co., Stratford, Ont. The Hyatt Roller Bearing Co., Chicago, showed their tractor bearings.



### Dealers' Association Formed in Ohio

The first annual meeting of the Ohio Implement Dealers' Association was held at Columbus, Ohio, on November 15 and 16. Nearly fifty dealers were present and about seventy-five travellers and firm representatives. Several excellent addresses were given, the jobbers and manufacturers heartily endorsing the action of the dealers in forming a strong association in the state.

### Four Hundred Lister Employees in Army

W. J. Ellis, manager at Toronto for the R. A. Lister Co., paid a visit to the Winnipeg branch recently. This is the second trip Mr. Ellis has taken to the West. He recently returned from the Lister factories at Dursley, England, and tells of the effect war is having on industry in the old land.

One managing director of the Lister Co. has five sons officers in the army, two of them having now been on the firing line for over two years. Over 400 employees from the Lister plant are now in the army, either in training or at the front, their places at the machines being filled by women, who have been transformed into expert machinists.

Although the Lister plant is under the control of the British Government for the production of munitions, it is interesting to learn that the regular output of the company's engines and other farm equipment lines has been greatly increased during 1916. This testifies to the popularity of this line both in the United Kingdom and in Canada. An exceptionally large shipment of Lister engines was recently sent to Australia where the company do a big business.

### Sheaf Loader Co. Add to Plant

In reducing the cost of harvesting the Stewart Sheaf Loader is too well known to the dealers and farmers of the Canadian West to need any description. At Nobleford, Alberta, C. S. Noble, who this year threshed 54,395 bushels from 1,000 acres, used a couple of these loaders to assist in harvesting his great crop. A recent visit to the plant of the Stewart Sheaf Loader Co. on Martin Ave., Winnipeg, gives some idea of the great increase in capacity made by this company to take care of their 1917 business. Manager J. Menzies stated that over one-half of an acre had been added to the plant, the capacity being practically doubled. It is believed that the machine shop and as-

sembly floor space now equals or exceeds that of any machine works in Winnipeg.

Already the busy lathes, shapers, drilling machines and forge shops are hard at work turning out parts of the Stewart Sheaf Loader for machines to fill the 1917 demand. On the assembly floors piles of semi-assembled parts are arranged, while in the tiers of racks in the store-rooms are hundreds of parts ready for assembly. While the company find it difficult to obtain raw materials, they assure us that they have already secured sufficient stock to take care of the 1917 trade.

As well as their line of sheaf loaders, the company are very busy supplying separators for individual threshing outfits, also full-sized standard makes of separators. Some of the sizes produced are 20x42, 24x46 and 28x50. These are finished completely.

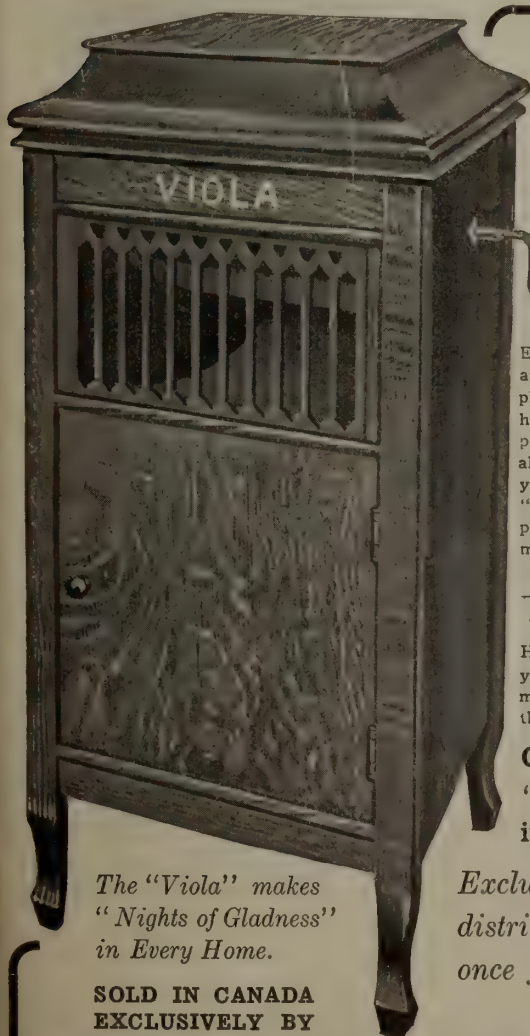
A new feature in production is the erection of a patent grain bin evolved by the company. Made in 1,000 and 500-bushel sizes, this bin or tank is of very good design. It is, unlike other tanks, built so as to thoroughly air treat the grain. Five or six vertical perforated air tubes lead from the floor of the tank to above grain level. At the bottom a system of

pipings conducts air from the outside to the aerating columns. The tank floor is above ground level, the whole tank standing on a strong knife-edge flange. Each joint in construction is fitted with double angle iron construction and double rivetting, giving a very strong and solid design. The company will be ready to place these tanks before the trade early in the year.

A number of new lathes were recently added to increase the capacity of the machine shops, while an electric welding machine will be installed in the near future. To anyone interested in speedy and economical machine-shop production, system and routine, a visit to the plant of the Stewart Sheaf Loader Co. is a revelation. We congratulate the company on their many excellent additions whereby output may be increased.

### Western Patents

Among Western patents recently granted by the patent office are the following: R. Maltman, Altamont, gate opening and closing devices; J. Richmond, Young, Sask., whiffletrees; H. G. Lancashire, Winnipeg, shocking machines; A. E. Hoknes, Birch Hills, stable mangers; S. A. Hunter, Griffin, disc sharpeners.



## DEALERS!

There are Dollars  
for you in the

## "Viola"

The Wonderful Violin  
Tone Phonograph

Equal in appearance, mechanism and tone to any \$150 cabinet phonograph, and sells for less than half the price, with a handsome profit for the dealer. Place it alongside the best machine, and you will sell the "Viola." Have a "Viola" in your store and big, easy profits are yours. Your own family may want one.

Every Machine  
Absolutely Guaranteed

Hundreds of prospects are right in your district. They want a quality machine at a moderate cost. That's the "Viola."

Get the Agency for the  
"Viola" before we place  
it with the man next door

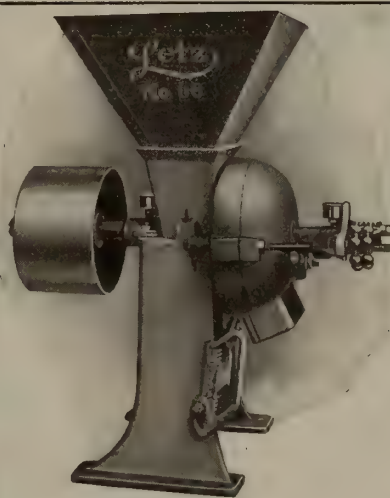
Exclusive Sales rights in each  
district. Write or wire at  
once for the "Viola" agency  
in your town.

The "Viola" makes  
"Nights of Gladness"  
in Every Home.

SOLD IN CANADA  
EXCLUSIVELY BY

The Dominion Sewing Machine Company

80-82 LOMBARD STREET, WINNIPEG, MAN.



Made in Three Sizes

- |        |       |                |
|--------|-------|----------------|
| No. 33 | ..... | 6-inch plates  |
| No. 66 | ..... | 8-inch plates  |
| No. 99 | ..... | 10-inch plates |

Every mill guaranteed to grind to its rated capacity. Power required: No. 33, 1 to 3 h.p.; No. 66, 2½ to 7 h.p.; No. 99, 6 to 12 h.p. Give perfect results on all small grain.

### GET THIS AGENCY

Some dealer will make big money selling them in your territory. Let's hear from YOU.

Manufactured Expressly for

Cushman Motor Works of Canada, Limited

Manufacturers of the World-Famous 4-H.P. Cushman Binder Engine

Dept. E., Whyte Ave. and Vine St.

WINNIPEG, MAN.

Distributing Warehouses: Toronto, Ont., and London, Ont.

EXCLUSIVE SELLING AGENTS FOR

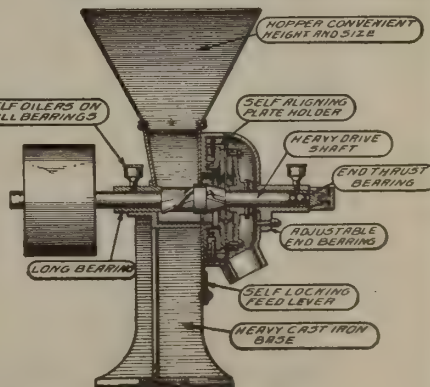
Fanning Mills—Smut and Pickling Machines—Vacuum Washing Machines—Lincoln Grinders—Lincoln Saws—Incubators—Universal Hoists—Langdon Ideal Self Feeders—Portable Grain Elevators—Wagner Hardware Specialties—Mountaineer and Little Giant Neck Yoke Centres.

## Highest-Grade Grinders at a Really Low Price

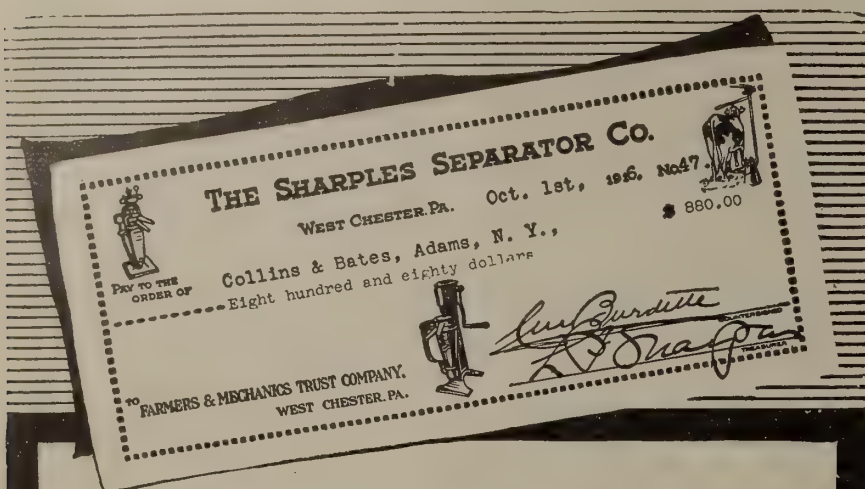
Selling Points? The Letz Mills are full of them! Fine, fast grinding; self-aligning, self-sharpening plates; more grinding at less cost; exceptional durability; non-clogging; silent running. Grind wet grain perfectly. Low power requirements.

Letz self-sharpening steel plates are warranted to grind finer, faster, and four times as much grain before dulling, than any other plate made.

Show Your Customers the  
Self-Sharpening Silent Buhr







## A Sharples bonus check for \$880.00

(Paid outside of regular discounts)

The above check for \$880.00 was paid to Collins and Bates, Adams, N. Y., as a bonus for one year's sales—in addition to regular discounts. This is only one dealer's share—one out of hundreds. The total of the bonus checks amounted to about \$50,000!—for 1916. Will you be a Sharples dealer and get your check in 1917?

The remarkable sales records, which earned these big bonuses, are due to the wonderful Sharples Suction-feed—the only separator that gets all the cream at widely varying speeds. This remarkable invention has placed the Sharples far ahead of all competitors. It has created a furore in the separator world and is talked of from coast to coast. We have made a 340% sales increase in one year, due to the liberal co-operative dealers' sales policies, coupled with the cream-saving Suction-feed Separator, which opens up thousands of opportunities not presented by other agencies.

## SHARPLES

### SUCTION-FEED

## CREAM SEPARATOR

—is the **only** separator that gets all the cream at widely-varying speeds.

—is the **only** separator that delivers cream of unvarying thickness—all speeds.

—is the **only** separator that you can turn faster and finish skimming quicker.

—is the **only** separator with knee-low supply tank and a once-month oiling system.

—is the **only** separator with just one piece in the bowl—no discs to wash.

Read carefully the above **exclusive** Sharples advantages. We are telling your customer about these advantages through national advertising in every important farm and dairy paper. Your customers are already half-sold. If they need a separator it will be an easy matter to sell them a Sharples.

Our 1917 contract is equally as liberal as our 1916 one—there is a lot of good territory open for exclusive rights. Write us for further information and how to secure a large bonus check on October 1, 1917, and have a profitable business throughout the year besides.



**Sharples Separator Co., West Chester, Pa.**

Also Sharples Milkers and Gasoline Engines

Branches: Chicago San Francisco Portland Toronto 16

### The Milking Machine

The greatest obstacle in the path of the dairy farmer to-day is the question of efficient labor, and on that standpoint the modern milking machine is receiving the attention of the dairymen as an apparatus that fills all requirements for an efficient milker. With it one man can do the work of four men and do it better in every respect. On the count of cleanliness there can be no comparison between hand milking vs. machine milking. There is always a chance for dirt from unwashed udders, unclean hands, dust or manure to get into the open pail. The stable air seething with millions of bacteria rapidly contaminates the milk in the open pail. Experts compute that the expense of hand milking will average about \$18.25 per cow per year. The cost of milking them by the machine may be estimated as follows: One man with a three-unit equipment, milking three cows at a time, can milk about thirty cows per hour. The cost for each cow then would be 1 1-3 cents per day, amounting to \$4.87 during the year, and the highest possible figure for covering the cost of fuel, repairs and general up-keep will not exceed \$1.10 per cow per year, totalling about \$6 per cow per year where the machine is used.

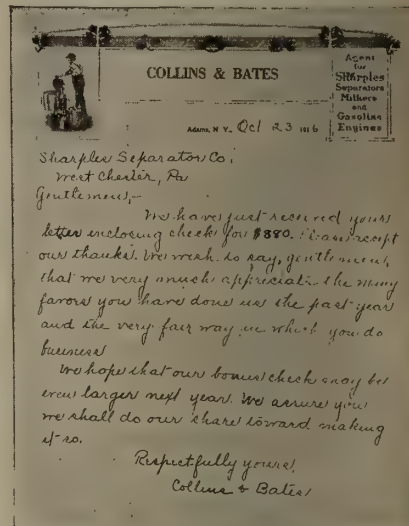
### Sharples' Bonus Check Appreciated

We reproduce below a letter to the Sharples Separator Co., West Chester, Pa., from Collins & Bates, of Adams, N.Y., acknowledging receipt of the separator concern's bonus check for 1916. A reproduction of the check is shown on the Sharples advertisement on this page.

It must be remembered that this bonus check for \$880 was earned by Collins & Bates outside of their regular commissions. The trend of modern business seems to be for the big

corporations to share their profits with those who are directly responsible for them. Evidently the Sharples Separator Co. think that their dealers are the ones to share in their success.

The above letter, states the company, is typical of those received from dealers all over the country. Without exception these dealers are satisfied with the "fair play" treatment received. The Sharples organization further state that every dealer is enthusiastic over



the new Sharples suction feed separator. It has proved itself ahead in everything that goes to make satisfaction and service to the customer.

For this success the Sharples people point to a product that is the result of thirty-eight years of continual experiment by the oldest and largest separator factory in America. National advertising in the farm press in every dairying section of Canada, plus the above reason, makes a combination that cannot be beaten. A right product and right advertising needs only the right dealers to finally clinch the sales.

### The Eternal Quest

The customer looks upon the practical aspect of the gas engine in a way that all the public literature printed cannot overcome. Witness the epistle recently received by an engine manufacturing concern which had sold a farmer an engine. He wrote:

"Gents: The gas engine you sent me stops when there's nothing the matter with it that's the trouble. It would not be so bad if it stopped for some reason and anybody knows there's reasons enough for it to stop."

"I received the book which you sent me which is named What Makes the Gasoline Engine Go. I ain't read it yet because what's the use reading it when I don't care what makes the gasoline engine go as long as it goes which mine don't only occasionally. What I want to know is What Makes the Gasoline Engine Stop. If you got a book called that send me one. I want to know what makes my gasoline engine stop when everything is o k and nothing is the matter except that it must be a rotten engine. Hiram Diggs."

## PUMPS

### AND

## Clothes Reels

Made in the best equipped factory in Canada. Pumps for deep or shallow wells. We don't claim to make the cheapest pump in the world, but we claim to make the **BEST** and as cheap as any other. Ask for dealer's prices.

SUCCESSORS TO  
**The Riesberry Pump Co.**  
(Established 1882)

**North-West Pump Co.**  
19-6th Street, Brandon, Man.



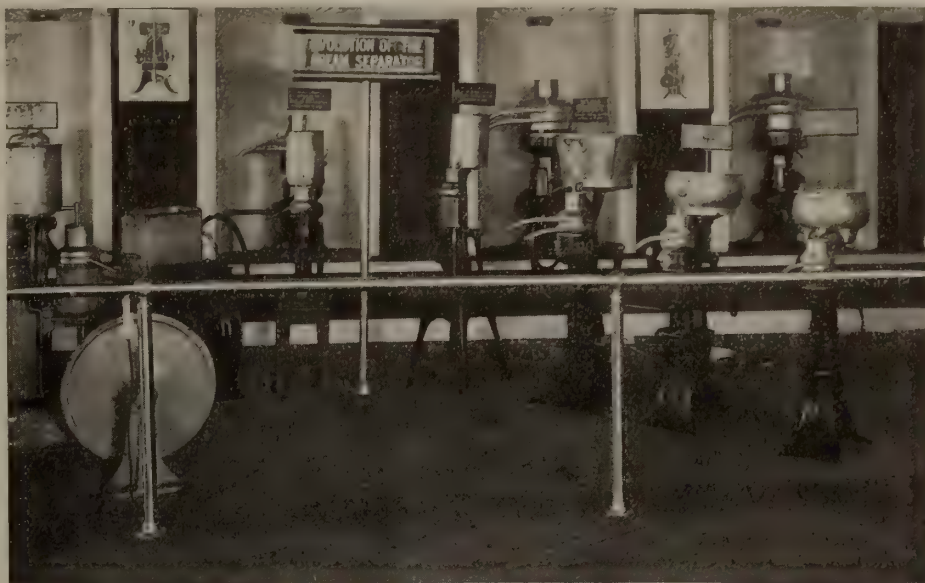


## De Laval Co. Make Fine Exhibit

At the recent National Dairy Show, held at Springfield, Mass., the De Laval Separator Company put on view a splendid exhibit of their lines of cream separators, milk clarifiers, whey separators, emulsors and other centrifugal machines. It was the general consensus of opinion that the De Laval exhibit was in a class by itself, and it is interesting to note that butter made from cream separated by the De Laval separator has won first in every contest held by the National Creamery Buttermakers' Association. This year the highest scores in the various classes were as follows:

Highest award for whole milk creamery butter, to N. C. Nelson, Grove City, Pa., who scored 96, using a De Laval Factory Separator. Farm dairy or home-made butter, highest award went to Mrs. P. H. Robinson, Egypt, Mass., for 15 years a De Laval user. The three highest awards for market cream all went to the New England States, and each contestant was a De Laval user. Aside from the gold medals and

highest awards in these classes, the majority of all other awards and highest scores were likewise given to De Laval users—testifying vividly to the superiority



Interesting group of machines in the De Laval Exhibit at National Dairy Show, showing the steps in cream separator progress in the last 40 years.

of the De Laval Dairy products.

The exhibit was most artistically gotten up and arranged, the effective method of display attracting the immediate attention of the large crowds who attended the show. A most interesting feature was that shown in the

accompanying illustration—a series of machines demonstrating the evolution of the cream separator—presenting specimens showing each important change of form and mechanical application from the crude looking machines

made in 1881-1886 to the handsome, light running, high capacity De Laval of the present day. Different parts of the De Laval machines were also shown in the various operations in production, the whole exhibit being one that has seldom been equalled.

## Automobile Production in the United States

It is reported from production figures that the automobile manufacturers of the United States in the fiscal year ending August 1, 1916, produced 1,500,000 cars, compared with 700,000 in 1915 and 515,000 in 1914. Production for the fiscal year 1917 is variously estimated at from 2,500,000 to 3,000,000 cars. The leading producers this year were: Ford, Chevrolet, General Motors, Studebaker and Willys.

## U.S. Swamp Lands

It is reported by the U.S. government that there are to-day approximately 100,000,000 acres of swamp lands in the United States, of which 75 million acres can be reclaimed for agriculture. This vast area of land, it is estimated, is about 72 per cent of the entire acreage of the present corn crop, and twice the average acreage planted to cotton.

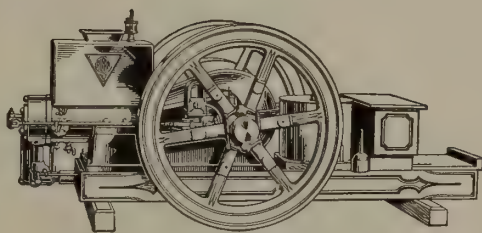


## London "Handy" Concrete Mixer

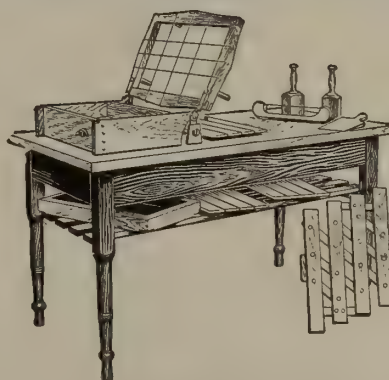
Pays for itself in fifteen days' use. It mixes any kind of concrete or mortar. Send for catalog No. 1K. London Concrete Machinery Co., Dept. K., London, Ontario. World's Largest Manufacturers of Concrete Machinery.



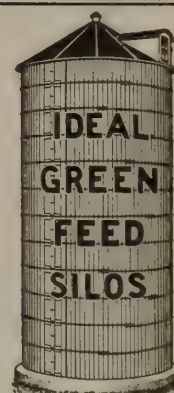
The World's Standard De Laval Separator



The Alpha Gas Engine. Always Ready to Work



A Complete Dairy Line



MADE IN CANADA

# STRENGTHEN YOUR BUSINESS DEFENSES

## PREPARE NOW TO WIN OUT IN THE BATTLE WITH COMPETITION

**T**HE DE LAVAL line will help you to do this, as it has helped thousands of other dealers the world over.

"De Laval" stands for all that is best, most serviceable and satisfaction-giving in the way of dairy supplies and farm equipment.

Canadian farmers need silos, gas engines, cream separators. Cheese factories and creameries require equipment and supplies. Why not put yourself in position to meet their need—to your own lasting profit.

*Complete line of catalogues and information as to territory, prices, etc., will be gladly furnished upon request.*

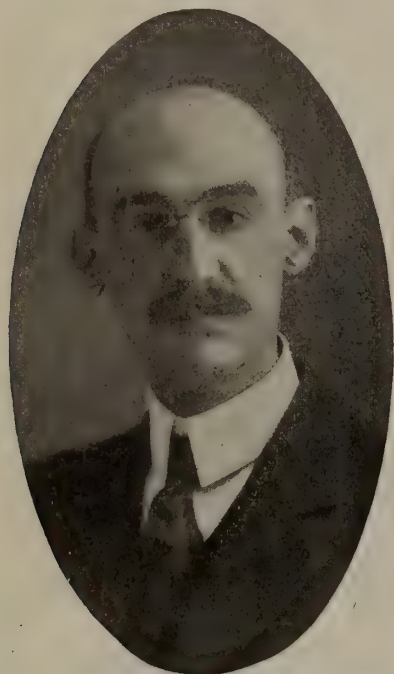
**THE DE LAVAL COMPANY, LIMITED.** WINNIPEG MONTREAL VANCOUVER  
LARGEST MANUFACTURERS OF DAIRY SUPPLIES IN CANADA PETERBORO



## Cushman Motor Works of Canada in New Quarters

In any business expansion is a sign which indicates that the goods sold are filling a popular need. Since, some years ago, the Cushman Motor Works of Canada, started to place their light weight, high-speed engines in Canadian territory, the experience of the firm has been one of increasing effort to fill the demand. The business of the company has at last outgrown their capacity to such an extent that they have had to vacate their

will be in a better position than ever before to take care of the light weight engine trade. The demand for Cushman combination threshers was so great during 1916, that the company are already busy assembling outfits for the 1917 demand.

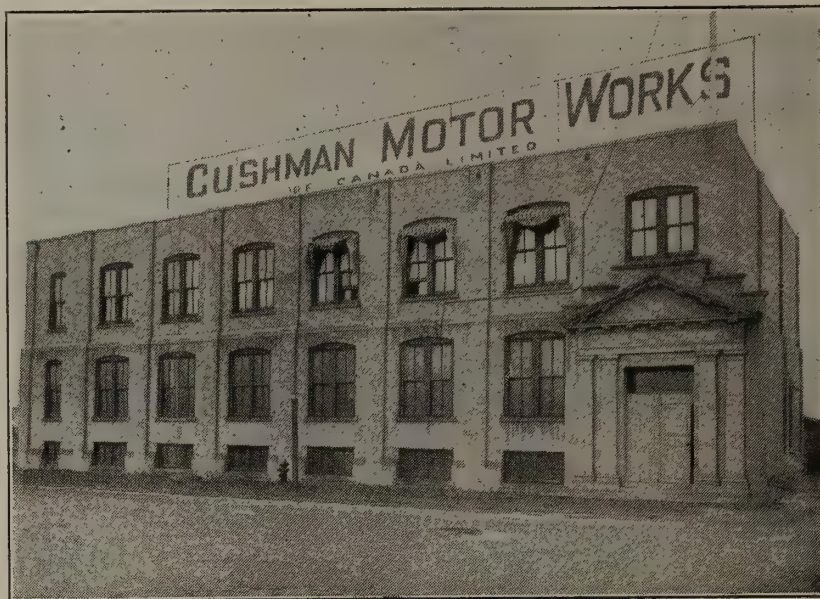


A. E. DONOVAN, Manager, Cushman Motor Works of Canada.

original headquarters for Canada at 289 Princess Street, Winnipeg.

The Cushman Motor Works of Canada have accordingly secured the valuable property situated at the junction of Whyte Avenue and Vine Street, Winnipeg, just off Logan Avenue West. This valuable property is some 2½ acres in extent, with an office and warehouse building containing three stories, giving the company some 15,000 square feet of floor space. To this the company intend to add in the near future. Alongside the building there are excellent trackage facilities, it being possible to handle eight freight cars at once. The offices are located upon the second floors, also the showrooms, where the engines and other lines handled by the company are nicely exhibited. The rest of the building will be devoted to machine assembly, stock rooms, shipping, etc.

It will now be possible for the Cushman Motor Works to carry in stock a greatly increased number of their famous engines with which to supply the Canadian demand, which means that they



New Office, Assembly Plant and Warehouse, Cushman Motor Works of Canada, Whyte Ave. and Vine St., Winnipeg.

In connection with the transference of the company to its new premises, an interesting event took place the other day, when the annual meeting and salesmen's rally was held. After a toothsome repast, President E. B. Sawyer briefly outlined the wonderful growth of the organization and assured the salesmen that at the big factories at Lincoln, Nebraska, every effort was being made to ensure a steady supply of Cushman light-weight engines to meet the ever-increasing demand all over the North American continent. Among those present at the banquet were: E. B. Sawyer, president; A. E. Donovan, Canadian manager of the organization, and the following salesmen and firm representatives: A. E. Storey, John Herron, D. J. Hutchinson, A. Leader, A. C. Leader, Vincent Donovan, G. Conolly, J. Halverson and J. S. McLellan.

We congratulate the Cushman Motor Works of Canada on their acquisition of these fine premises, and feel sure that the result of their expansion will mean a still greater measure of service to their customers throughout the Canadian West. Their remarkable growth is a wonderful tribute to the quality of the lines they handle and to the keen, aggressive men who build the Cushman business in office, factory and field.

### Keep Tab on Stock

Watch your stock carefully. Don't get out of season goods and lose sales. On the other hand, come as near cleaning up at the end of the season as possible, thus avoiding the expense of insurance and interest on carried over goods. Don't rob new goods to get repairs for customers. Your failure to receive a new part may lose you a sale.

It is interesting to note that of the above a leading Canadian firm secured orders for 3,000 reapers and 500 binders. American interests were allotted 9,000 reapers, 8,000 mowers, 3,000 rakes, and 3,000 grinders for mower knives, and 500 reaping attachments.

In the past Germany sold the vast majority of the farm machinery imported by Russia. It would seem that an opportunity has arisen to increase Canada's exports along this line.

### Calgary News

The Massey-Harris business in British Columbia will hereafter be handled from the Calgary branch on a commission basis—like the prairie provinces—instead of on a wholesale basis direct from the factory as in the past.

A. W. Trickey, manager of the Massey-Harris Co., Calgary, recently returned from a visit of a few weeks to British Columbia and coast points, where he has been completing arrangements for opening local agencies for his company.

L. E. Glover, Alberta manager for the Cockshutt Plow Co., recently returned from a month's vacation and business trip to Eastern Canada. While away he visited the head offices at Brantford, also factories at Smiths Falls and the Winnipeg office of the company.

General conditions in Central and Southern Alberta are the best in the entire history of the Province. What is probably the best crop ever harvested in this territory was realized this season—which in conjunction with record prices for grain and stock has placed the farmers in comfortable circumstances. The crop was gotten off in good shape, and fairly satisfactory conditions were experienced for threshing, with the result that threshing is practically completed and a considerable amount of fall plowing done.

Some of the results of Alberta's wonderful crop and splendid prices are the excellent clean up in all lines of machinery, the large proportion of cash sales (best on record), and the splendid showing in collections by all companies. Another indication of the splendid conditions now existing is that concerns handling automobiles and pianos report that the volume of their sales to farmers in southern territory is at least double that of any past year. After many years of hard work and adverse conditions, it is very pleasing to see the farming communities experiencing such conditions.

Keep your stock well housed, for the discount at which rusted and weather-worn goods must be sold will easily pay the interest on the investment necessary to obtain the lumber for a place to shelter your goods. We complain of the way the farmer fails to house his tools, but this applies with equal force to the dealer. It is the new fresh tool and not the rusted sample that the customer takes every time.

### Russian Farm Machinery Requirements

The Russian Ministry of Agriculture, along with the agricultural bodies of that country, have formed a board for the purchase and distribution of agricultural machinery. A portion of the farm machinery requirements for 1917 have already been ordered, among them being the following:

Russian reapers, 20,000; reapers, 14,000; binders, 500; mowers, 10,000; rakes, 5,000; reaper attachments, 500; grinders for mower and reaper sections, 3,000. This is only a portion of the huge machinery requirements of Russia, as the central territories alone require for 1917 the following: 45,000 reapers, 26,000 Russian reapers, 15,000 mowers, 9,000 horse rakes and 1,800 binders. This does not take into account the immense machinery needs of Siberia.



## He's Sick of the Service

"We have discontinued handling cheap engines altogether. We can sell more of them as against the higher grade ones, but they are too much bother after sold. We are sick of the service cheap engines give. We would much rather have the time than the profit on them.

"You may express us another Cushman 4 H. P. at the earliest possible moment."

The Dealer who wrote that letter now handles

## Cushman Light-Weight Engines

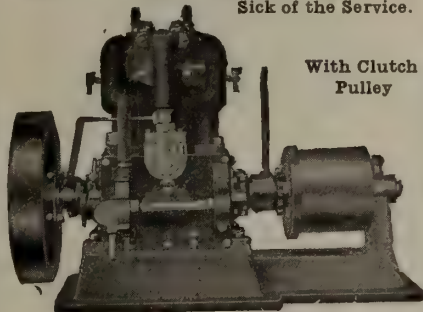
Are built for Retailers and Farmers who want Service. *Built Light—Built Right.*

They embody the best materials and are designed by experts.

No matter what engines you sell, you can sell Cushmans also, for so many farmers now want a light-weight engine.

4 h.p. weighs only 190 lbs.; 8 h.p. only 320 lbs.; 15 h.p. only 780 lbs.; 20 h.p. only 1,200 lbs. Cushman engines are not cheap, but they are cheap in the long run. Get our Agency offer.

Here is an Engine that Won't Make You Sick of the Service.



With Clutch Pulley

For Any Power from 3 to 9 H.P.

**Cushman Motor Works of Canada, Ltd.**

DEPT. E., WHYTE AVE. AND VINE ST.

WINNIPEG, MAN.

Distributing Warehouses: Toronto, Ont. and London, Ont.

Builders of High Grade, Light Weight, High Power Engines for General Purpose Farm Work

EXCLUSIVE SELLING AGENTS FOR:

Langdon Ideal Self Feeders—Fanning Mills—Smut and Pickling Machines—Vacuum Washing Machines—Lincoln Grinders—Lincoln Saws—Incubators—Universal Hoists—Portable Grain Elevators—Wagner Hardware Specialties—Mountaineer and Little Giant Neck Yoke Centres.

## A Good Pump To Sell to Farmers

This pump is the farmer's friend. It has every other pump beaten for capacity—even the old wood pump, for it will lift 900 to 1400 gallons an hour; 4½-inch cylinder, 2-inch spout and 10-inch stroke. Close top keeps the water from splashing out.

Handle is wood—comfortable in winter time. Stroke is adjustable to 6 and 8 inches. Syphon spout, won't drip. Spout is reversible.

The cost would surprise you. It beats the mail order. Show this to any farmer who has stock to water and you will sell it.

Send for catalog, with illustrations and prices on complete line of Ready-to-ship Pumps. Write to

**Beatty Bros. Limited**

Dept. G 289  
WINNIPEG, Man.  
EDMONTON, Alta.

Churns,  
Wringers,  
Washing Machines,  
Grain Grinders,  
Cow Stable Fittings,  
Horse Stable Fittings,  
Hay & Grain Carriers.

## BT Ready-to-Ship Pumps

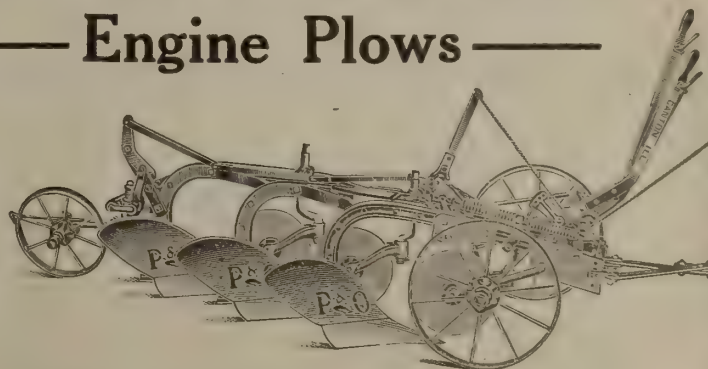


## MAKING GOOD WITH THE PLOWMAN



To make good with the experienced plowman brings out all the good points there are in a plow. He knows just how much power should be delivered at the draw bar in order to secure good work under varying soil conditions. He not only knows what to expect of his engine, but what not to expect of it. Because his engine can deliver so many horse-power at the draw bar is no reason why it should do so if less will do the work. He knows that a 40 H.P. engine delivering 30 H.P. on an average will last longer than a 40 H.P. engine that is constantly being overtaxed. Now

## The P&O Little Genius Engine Plows



are built for use with small tractors. Special attention has been given to the draft problem. Perfect bottoms and a wide range of adjustments make draft a question of soil conditions only. Hundreds of plowmen testify to the extremely light draft of the P&O Little Genius. Also to the ease with which it is handled from the engine, the wonderful beam and bottom clearance in trashy soil and dozens of other features that it will interest you to know. Send for catalog, "P&O Power Plows," describing our splendid line of engine plows.

Built by **PARLIN & ORENDORFF CO., Canton, Ill., U.S.A.**

**International Harvester Company of Canada, Limited**

SALES AGENTS  
FOR CANADA

WINNIPEG BRANDON REGINA SASKATOON YORKTON NORTH BATTLEFORD ESTEVAN CALGARY EDMONTON LETHBRIDGE



## A Busy Plant at Calgary

We reproduce on this page an illustration of the plant of the Buckeye Machine Co., Calgary, Alberta, a concern which has for the past year been busy increasing the output of shells in the Dominion. With the commencement of the year, this company will have control of the product of the Sharples Separator Co. for Western Canada, which consists

ago. After graduating, he started his business career by entering the Dominion Bank at Boissevain, Man. Two years later he accepted a position as bookkeeper for the Sharples Separator Co. at Toronto, later becoming accountant. After four years had passed, Mr. Maclean was transferred to Winnipeg where he acted as assistant manager for three years. He was then transferred back to Toronto as credit manager, later

serving in that capacity for twelve years. He recently moved to Calgary, where he became superintendent of the Buckeye factory. With his long and varied experience in the manufacture of cream separators, Mr. Dryden should be a valuable acquisition to the Buckeye company. Mr. Maclean, manager, has specialized in organization and sales campaigns to a degree that makes him eminently suitable for the head of the firm which controls the Western distribution of the Sharples line of dairy machinery.

man who invariably pays cash. This dealer, who does business in Perry, Kansas, cites the case of a farmer who had a payment of \$2,000 to meet on May 1, and had grain enough on hand to meet his payment provided he sold it. Instead of which he sold his grain little by little and charged it up. When his payment fell due he had neither notes or cash to meet it and had to go to the bank and borrow the money at 8 per cent. This method of doing business will appeal to no farmer, yet it



O. P. MACLEAN  
Manager Buckeye Machine Company



Plant of the Buckeye Machine Co., Sharples Distributors for Western Canada

being appointed manager in Canada for the Sharples organization. In June of this year he came West to Calgary and took charge of the Buckeye Machine Co.'s business.

George Dryden, factory superintendent of the company, started his business career in 1895 with the firm of Robertson & Taylor, Galt, Ont., manufacturers of the "Alexander" cream separator. Finding this machine lacking in many respects, the company commenced to produce "Magnet" cream separators. Mr. Dryden, however, severed his relations with the Magnet people, and took charge of the plant of the Raymond Mfg. Co. at Guelph, Ont., which concern was producing the "National" cream separator. Still intent on further cream separator experience, Mr. Dryden left the Raymond interests and took charge of the plant of the Sharples Separator Co. at Toronto,

### Locating the Leaks

After some years of strict cost accounting in an implement business, its owner discovered that this part of his business fails to show any profit over the expense of conducting it. In this particular case, the fault did not lie with the business, nor with the amount of business transacted, but, this dealer avers, purely to the obsolete method of conducting it—a method which should have been discarded years ago. This is the abuse of the credit side of the business—allowing goods to go out without settlement and remain on the books for from four to eighteen months without interest. This system is responsible for one of the largest leaks in the business and absorbs all the profit in it. It is a system unfair to everybody, for it adds to the cost of doing business and gives to the man who lets his account run indefinitely a lower price than the



GEORGE DRYDEN  
Superintendent of the Buckeye Factory

is exactly the way the implement business has been conducted for years.

The dealer mentioned accordingly went into selling on a merchandise basis. In a letter to his customers he wrote:

"All goods sold at my place of business on and after September 1, 1916, will be subject to the following terms of settlement.

"Two per cent discount for spot cash on all sums amounting to \$5.00 or over, in hardware; all sums under \$5.00 net. All farm machinery 5 per cent discount for cash on all sums amounting to \$10.00 or over; all sums under \$10.00 net, no discount allowed. All accounts must be settled for at time of purchase, either by cash or bankable note bearing interest of 8 per cent."

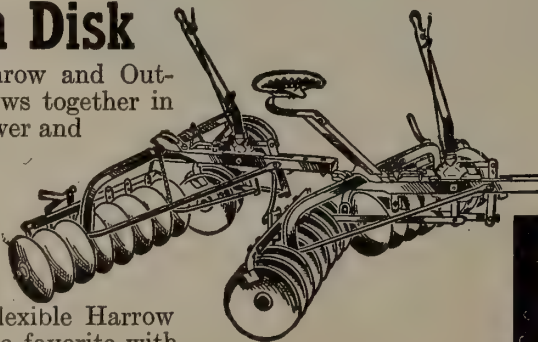
It took some courage for a dealer to take such a step, but as he contends he wants business, and will try to merit it by selling the best goods that money can buy at as low a price as is commensurate with a fair profit. And service will be given wherever required. Such a step, if drastic, shows that this man intends to carry on his business in a way that will stop the leaks from which it suffered. All he asked was something else than a book account in settlement.

## The "Bissell" Double Action Disk

is a two-in-one Implement. This Harrow is both In-throw and Out-throw. By hitching 4, 6, or 8 of the Bissell Disk Harrows together in a group, you can have a double action outfit for Engine power and disking on a large scale. The gangs are flexible on the Bissell Harrow and are not too long to fit the hollows made by heavy Engine Drive Wheels.

These same Harrows may be used for double action or single disking with horses.

The "Bissell" will make a proper seed bed for you. Another Bissell special is a 28 plate wide sweep, 4 gang flexible Harrow covering 14 ft. It is nicely handled with 6 horses and is a favorite with many farmers. For further particulars write Dept. E.



80

MANUFACTURED EXCLUSIVELY BY  
**T. E. BISSELL COMPANY, LTD., ELORA, ONT.**

Write to any of the Jno. Deere Plow Company's Branch Houses



**Terms in the Paint Business**

The leading paint, oil and varnish manufacturers of Canada in a recent meeting decided to cut down their credit terms. For many years terms of settlement have been 2 per cent. 30 days or 90 days net. Owing to the difficulties of procuring raw materials, and a difficulty in obtaining supplies on any but net cash settlements, it was decided to change the terms in this line to 2 per cent. 15 days or 60 days net. Oil and turpentine will remain as before at net 30 days. All raw materials entering into the manufacture of paint, varnish, etc., can now only be bought for cash, hence this action by the paint interests.

**Eighteen Years to Settle Patent Suit**

"Law is long but life is fleeting," might well be said of legal business. Eighteen years ago the Dowagiac Manufacturing Company of Dowagiac, Mich., brought suit against the Minnesota Moline Plow Company for recovery of profits on the sale of a certain grain drill, which was held as an infringement of the Dowagiac Company's patent. Decisions varied in the lower court, and the

Supreme Court of the United States was appealed to. The case has now been closed by the litigants, the main result being considerable new patent law established to make more thorny the path of future inventors. It is a sad commentary to think of the law and the prophets—or profits!

**Big Tractor Co. Formed**

By a reorganization deal the Sta-Rite Engine Co., La Crosse, Wis., a \$200,000 La Crosse concern, passes out of existence and in its place is formed the La Crosse Tractor Co., a \$1,500,000 corporation which will engage in the manufacture of farm tractors.

Of the capitalization \$1,000,000 will be in common stock and \$500,000 in preferred.

L. F. Easton, L. C. Colman, F. P. Hixon, and H. J. Hirshheimer are the principal incorporators, they having controlled the major portion of the stock of the old Sta-Rite Co.



## THE ENGINE THAT BEATS COMPETITION

For 1917 we offer dealers Engine Quality and Engine Prices that will beat any and all competition where quality is required and price is a selling argument. If you want to build up a big, satisfactory, engine business and put a quick seller on your floor, write us NOW and get a sample engine.

Made in Sizes: 2, 3, 4, 6, 8 and 12 Horsepower

Simplicity means superiority. MECO Engines are of simple, accessible design, 4-cycle, water cooled and built for durability and service. They embody everything that years of experience have shown to be essential to a general utility farm engine. Regularly mounted on heavy wood skids. Built up to a high standard, sold at a fair price and develop a big surplus over their rated horse-power. The biggest engine value in Western Canada.

ASK FOR PARTICULARS AND DEALER'S PRICES

The John Stevens Company, Ltd.

661 HENRY AVENUE, WINNIPEG



# A Live Proposition is Waiting for You

**F**OR the last two years the Western Potato has been finding its way to the Eastern Markets. Many carloads have been sold in Toronto, Montreal and other smaller cities. Now that the channels for the Western Potato have been opened to the Eastern Markets, they will continue to increase and flow, and the increase of the West's own population makes a larger home market, consequently the growing of potatoes will increase, and naturally a larger demand for Machinery to do the work with.

**THIS IS YOUR OPPORTUNITY TO SECURE THE AGENCY FOR THE**

# O K Canadian Potato Machinery

with which to supply this demand.

For the past four years the O K Canadian Line of Potato Machinery was sold through Tudhope-Anderson Co., of Winnipeg. Our business has now developed to such proportions that we find it is necessary to give our customers and friends closer attention. Therefore, we have decided to sell our line in the future direct to the trade.

If you have been handling our line it will pay you to write at once for our contract, as we are going to close with those who apply first. Don't delay, or you may miss this Live Proposition.

**Live Agents are wanted everywhere. Write to-day for our 1917  
contract and full particulars.**

**Canadian Potato Machinery Co., Limited      Galt, Ontario**



## Latimer Guest of Calgary Trade

A pleasant celebration was held on November 16, when the Alberta Wholesale Implement and Carriage Dealers' Association gave a little dinner at the Palliser Hotel in honor of J. A. Latimer, one of the old-time and best-known men in the West Canadian implement trade. Mr. Latimer was in Calgary for a day and left at night on his return trip to Australia, where he is Australasian representative for the Cockshutt Plow Co.

Over 25 years ago Jim started to travel for machinery in Manitoba, later transferring to Alberta, where he was afterwards made Calgary manager for the Cockshutt Plow Co., which position he held for several years before being transferred to Australia to take charge of the company's interests in Australia, New Zealand and Fiji. This is his first visit to Canada in over three years, and he had only a month, so was busy renewing old acquaintances and seeing to his personal interests at Red Deer, where he is partner in an implement business. He also visited his company's headquarters at Brantford and Winnipeg, and called in to shake hands with the staff of "Canadian Farm Implements."

Mr. Latimer was one of the charter members of the Alberta Wholesale Implement Association, and one of its first presidents. He was elected an honor-



J. A. LATIMER, Australasian Representative, Cockshutt Plow Co.

ary member when leaving for Australia. Accordingly the opportunity of meeting him at the dinner given in his honor was taken

advantage of by the heads of every wholesale and carriage concern who were in the city. After dinner Jim gave a racy history of his experiences under the Southern Cross, while old-time friends contributed many amusing stories of the former days on the road. By hearty and unanimous vote, Mr. Latimer was elected an Honorary President of the Association, all those present extending him best wishes for the future and hoping to see him back in Canada at some future date.

Those present at the dinner included: J. A. Tanner, President; T. R. Scott, A. W. Trickey, J. T. Atkinson, L. E. Glover, O. S. Chapin, L. E. Smidt, H. F. Mustard, L. B. Benedict, C. G. Wuthrich, S. H. Roe and W. E. Hall.

### New Auto Distributing Concern

G. A. Cunningham, who formerly carried on a farm implement and automobile business at Mortlach, has sold out his interests at that point to E. C. Powers. Mr. Cunningham has formed a company known as the Crow Motor Sales Co., with headquarters at 41 High street, Moose Jaw, from which automobiles will be distributed. With long experience in the auto and implement business, Mr. Cunningham should be successful in his new venture.

### Selling Tractors

While some dealers have been slow to show an interest in the tractor as a sales proposition it seems evident that the indifference to this line shown in the past is, rapidly vanishing. While some dissatisfaction has been shown as

regards the discounts available, these features have been forgotten and the modern dealer is rapidly coming to the idea that the small tractor can be handled as a cash proposition. As a matter of fact the light weight tractor opens unlimited possibilities for the implement dealer, and as regards a selling policy, there are concerns on the market offering tractors which can be handled on a commission, others on a straight sale basis. Either system of selling will yield a profit to the dealer who will devote a fair share of his efforts to the sale of the light weight tractor.

### "A Banner with a Strange Device"

As a result of the campaign inaugurated by the Mid-West Implement Dealers' Association, in the United States, to announce the new short terms to their customers, the following signs are conspicuously arrayed in many retail implement stores over the territory:

"Repairs spot cash!"

"Legal interest will be charged on all book accounts after 30 days."

"All purchases amounting to \$10 or more must be settled for by cash or note before removal."

These banners are prepared by the Secretary of the association and distributed among the dealers at nominal cost. Dealers report that the plan is working well, and that customers generally concede that the dealers are perfectly right in their settlement upon delivery basis.

Long credit makes short profits

## A WORD OF ADVICE

Our representatives are now  
booking orders for

## "Maltese Cross"

Motor Tires and Tubes for delivery next Spring. All covers and tubes ordered from us between now and Dec. 16, 1916, for delivery up to and including April 30, 1917, are guaranteed against price decline or advance.

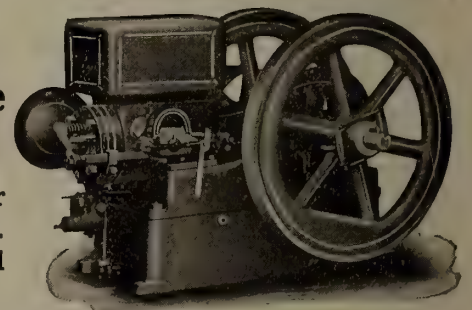
As everything points to considerably higher prices ruling after the 16th inst., we suggest getting under cover AT ONCE.

## Gutta Percha & Rubber, Limited

Winnipeg Fort William Regina Saskatoon  
Calgary Edmonton Vancouver

## JUMBO Kerosene-Gasoline ENGINES

Cheap, dependable Power  
for your Customers.  
Engines that defy all  
Competition.



### BUILT IN 3, 5 and 7 HORSE-POWER SIZES

Don't close your engine contract for 1917 until you have investigated the features of this wonderful engine. Mounted on iron sub-base and equipped with Webster magneto. Built especially to use kerosene and cheap fuels as well as gasoline. No fuel pump required, yet a steady, uniform fuel feed is given regardless of the load. Throttling governor insures absolutely uniform speed. Simple design, few parts, easy to start. Each engine shipped ready to run.

Ask our nearest branch at once for the "JUMBO" Engine proposition. You will find it the best engine offer on the market.

Manufactured by **Nelson Brothers Company** Saginaw, Mich., U.S.A.  
WESTERN CANADIAN JOBBERS

## Tudhope-Anderson Co. Limited

WINNIPEG REGINA SASKATOON CALGARY



## Co-operative Buying

In the United States several attempts have been made to inject into so-called rural credits legislation plans and propaganda related to co-operative buying.

In an enquiry on the subject a prominent manufacturer of farm equipment pointed out the fallacy of such an idea. The sale of farm tools and machinery as now conducted is from manufacturer to dealer and from dealer to farmer. In the distribution of this commodity to the consumer, service is an indispensable factor. Thousands of dealers all over this continent maintain supply depots in every farm community, rendering service in setting up and putting machines in operation, furnishing repair and duplicate parts and bringing forward new and improved tools as they come upon the market.

But for this wide distribution of stocks of machines and repairs, and the service of the dealer, the planting and harvesting of crops would be impossible in many parts of the country remote from manufacturing centers.

Time and weather make for conditions in seed time and harvest which cannot be met by co-operative buying which contem-

plates buying collectively without service—the increasing use of power driven machinery gives further emphasis to the consumer's reliance on the expert help of the retail dealer. It is necessary also for the manufacturer to gather from the retail dealer in advance of the season specifications for his requirements in order that they may be manufactured and shipped sufficiently early in the season to enable prompt delivery to the farmer. It would be impossible for the manufacturer to anticipate such needs or to manufacture and store ahead of demand the vast tonnage required and particularly to distribute them to every part of the country in time to meet local necessity.

### Speed and Pull in the Tractor

As a fair average 250 lbs. expresses the drawbar pull for every 1 h.p. of the tractor motor at one mile per hour tractor speed. The drawbar pull is inversely proportioned to the speed of the tractor. It decreases as the speed increases. Thus at plowing speed, 2 miles an hour, the above estimate

is 125 lbs. If, for instance, the rated horse-power of the motor is 16 h.p., then  $16 \times 125 = 2,000$  lbs. drawbar pull to be guaranteed. We favor 800 lbs. pull as an average estimate for one 14 inches wide, 6 inches deep furrow, hence this tractor at 2-mile speed will safely pull two plows.

In rating the horse-power of the motor, manufacturers are rather conservative. Reputable firms under-rate their motor-power ten to fifteen per cent. to allow a safe margin for overloads and to be above the guaranteed drawbar pull. Present-day practice names the tractor after drawbar horse-power and engine-power combined as 8-16 h.p. or 12-25 h.p. tractors. The tractor through the very nature of its construction as a self-propelled power plant is undoubtedly most useful on the drawbar nevertheless in the design of very recent all-around tractors the utilization of the motor for high-powered belt work is given primary consideration, hence the rating of the motor itself also gives a decided character to the tractor, without mentioning the drawbar horse-power at all. The rated horse-power of the motor augmented by the guaranteed maximum drawbar pull in pounds clearly defines the tractor.

The drawbar pull, being inversely proportioned to the speed, steadily increases as speed decreases. Simultaneously the strain transmitted through various transmission members increases also. Intermediate parts, especially those closer to the power plant, are naturally not subjected to such enormous stresses, yet the speed reduction is always precipitous in any of its stages, therefore pressures increase accordingly. It is obvious that these strains, doubled and trebled by constant jolts and jars cause all the trouble, and to master them means solving the problem of effective power transmission.—W. A. Horth.

### A Large Disk Plow

An increasing use of disk plows has been going on in Kansas for some years, and the Emerson Brantingham Implement Co. recently sold one of the largest of this type of plow ever used. It has 35 disks, plows a furrow 25 feet wide, and weighs 13,465 lbs. The owner uses a 40 h.p. compound steam tractor to draw it, and recently in a 12-hour day plowed 83 acres with an 8-inch deep furrow.

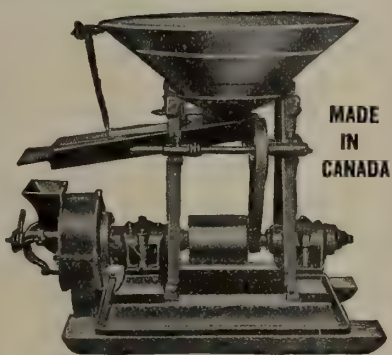
Put the "I" in engine sales!

## HANDLE THE FAMOUS "IDEAL" LINE Maple Leaf Grain Grinders Get You The Trade



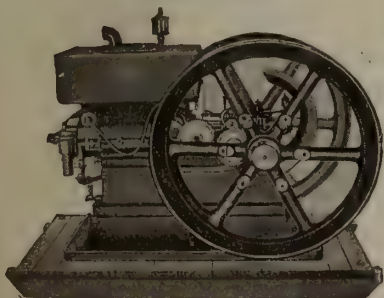
Made in 6, 8, 10, 13, and 15-inch sizes; 8 and 10 in. are equipped with either flat or concave plates; 11, 13 and 15-inch with flat, reversible sectional plates. Here we show our low base, heavy service grinder, with sectional flat plates.

Our grinders sell, satisfy and stay sold



Sell our Steel Pole or Cordwood Saw Frames

### "IDEAL" GAS, GASOLINE OR OIL ENGINES



Made in 18 different sizes—from 1½ to 60 h.p. Equipped with high tension igniters—no batteries required. Double exhaust, low fuel consumption. Get particulars of the "Ideals."

We manufacture Gas, Gasoline or Oil Engines from 1½ to 60 h.p. Grain Grinders, Pump Jacks, Pumps and Pump Cylinders, Saws, Windmills, Tanks, Combination Threshers, Tractors, Concrete Mixers, etc. Get our Agency Proposition.

**GOOLD, SHAPLEY & MUIR CO., LIMITED**  
WINNIPEG REGINA CALGARY

## The LAST WORD in Engine Value

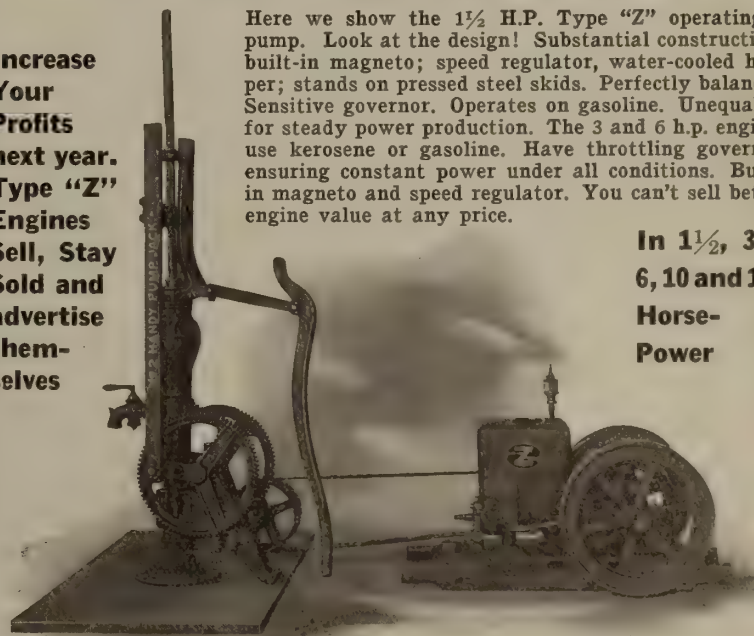
### THE TYPE "Z" ENGINES

Sales Records tell a story. Our factories are turning out a Type "Z" Engine every two minutes.

Increase Your Profits next year. Type "Z" Engines Sell, Stay Sold and advertise themselves

Here we show the 1½ H.P. Type "Z" operating a pump. Look at the design! Substantial construction; built-in magneto; speed regulator, water-cooled hopper; stands on pressed steel skids. Perfectly balanced. Sensitive governor. Operates on gasoline. Unequaled for steady power production. The 3 and 6 h.p. engines use kerosene or gasoline. Have throttling governor, ensuring constant power under all conditions. Built-in magneto and speed regulator. You can't sell better engine value at any price.

In 1½, 3, 6, 10 and 15 Horse-Power



Type "Z" Engines are your opportunity for 1917. Let us Get Together on this Engine. Write

**The Canadian Fairbanks-Morse Co., Limited**  
SASKATOON WINNIPEG CALGARY



### The Closing Year

Again we approach the end of another year—another milestone on the road of our individual lives. In a few days the world will commemorate the birthday of the Prince of Peace—a world racked and anguished by war. It may seem paradoxical to speak of Joy or Peace at this season, when so many of our best, full of the promise and hope of the future, lie asleep in the silent graves of France and Flanders. Yet whatever prosperity we enjoy at this year-end, whatever peace and plenty we have in our homes, we owe, before God, to those men who held the line in these critical days that extended from Mons to Langemarck. We are too prone to forget the earlier efforts of our soldiers; without their steadfast courage we could not have piled up our munitions and accumulated the armies that now are winning back, mile by mile, the soil of France and Belgium.

At this Christmas season we owe these men much. To the dead we can give but homage; they have consecrated those graves far beyond any effort we can make. To those who carry on we have sent love-laden parcels this Christmas. But there are many homes, in almost every community, where the hand of War has brought sorrow and bereavement. Let it be to every man a sacred duty to see that those left behind, also the returned soldiers, have neither want nor worry this Christmas. What they have suffered, what they have done for us, we can never fully repay. May each mourner at this season know that their dead have not died in vain, and that both at home and at the front we are ready to "carry-on."

To our wide circle of friends, dealers, jobbers and manufacturers, and to our contemporaries in the trade journal field, to every man connected with the implement industry, we wish at this time that old and heartfelt greeting: A Merry Christmas and every Prosperity during the coming year. May it be a year of bounteous crops and increasing prosperity for all, one that will stand out in the annals of the implement business.

With this issue Canadian Farm Implements completes its twelfth year as the only implement trade journal in the Canadian West. We have in each and every issue tried to be of the greatest service to both subscriber and advertiser, to publish educative, topical and informative articles in connection with the implement business. It

# CANADIAN FARM IMPLEMENTS

THE OFFICIAL ORGAN OF THE  
INTERPROVINCIAL RETAIL IMPLEMENT DEALERS' ASSOCIATION  
AND  
SASKATCHEWAN RETAIL IMPLEMENT DEALERS' ASSOCIATION

A MONTHLY NEWSPAPER  
DEVOTED TO THE INTERESTS OF DEALERS IN AND MANUFACTURERS OF  
FARM IMPLEMENTS, VEHICLES, ENGINES AND MACHINERY

Established in 1904 and Published Monthly by

## Canadian Farm Implements, Limited

F. D. BLAKELY, Manager

A. A. THOMSON, Editor

811-12 CONFEDERATION LIFE BUILDING Telephone Main 518 WINNIPEG, CANADA

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\$1.00 per year in Canada; Foreign \$1.25 per year.

Single Copies, Ten Cents

### ADVERTISING

RATES MADE KNOWN ON APPLICATION

Change of Advertising Copy should reach this office not later than the 25th of the month preceding issue in which insertion is desired.

### CORRESPONDENCE

Solicited on all matters pertinent to the implement and vehicle trade. As an evidence of good faith, but not necessarily for publication, every correspondent must sign his name. We reserve the right to edit all matter submitted but do not undertake to endorse opinions expressed by correspondents.

Member Western Canada Press Association  
Entered in the Winnipeg Post Office as second class matter

WINNIPEG, CANADA, DECEMBER, 1916.

will be our ideal to still better our pages during 1917.

For their continued loyalty and support, we thank our subscribers and advertisers. They may rest assured that we will make it our increasing endeavor to serve them during the coming year, and we trust that they will stand solidly behind us in our work of education and trade betterment. We invite criticism, and are at all times ready to publish comments and views voiced by those connected with the business.

Many influences derogatory to the sale of farm machinery through the most economical route are at work. These we have consistently fought, and will continue to do so. In this work of supporting the retail trade in every line, in the preservation and upbuilding of the small community, we ask your continued support.

To you and yours may the coming year be one of plenty; may your efforts be crowned with the success which must follow honest endeavor and the betterment of service to the consumer.

### Cash Sales in Tractor Lines

A feature of the various tractor demonstrations held in the United States during the past summer and fall was that the new companies in the tractor field, those that centre all their activities up-

on the production of tractors only, are invariably making contracts which call for cash on delivery. Further it seems evident that even the old-time tractor manufacturers are coming around to this way of doing business.

Some have been conducting business in this way during only the past year, and others are taking the step now for the first time. They reason rightly that if the farmer is willing and anxious to pay cash for his automobile, and if the newer members of the tractor family can extract cash from the distributor and the ultimate owner, there is no reason why they, too, should not do so.

### What Is Needed

The way to sell buggies; the way to sell any kinds of vehicles, is to have what the buyers want, and the only way to have what they want is to have a good stock. When we hear a dealer say that he can't sell buggies any more we know that there is a dealer who has let the cheap automobile bluff him and that, furthermore, he has a stock run down to almost nothing. That is the reason he cannot sell; he cannot make a man who is wavering between a light automobile and a buggy like a buggy when he has got the kind of buggy the prospect does not want and no others. Carry a good line of jobs during 1917.

### Time for the Inventory

At the end of the year an inventory is absolutely necessary because without taking it one cannot know how many of any kind of goods to order. It puts the dealer in touch with his stock, and he is not so likely to fool himself into believing he has enough of what he has not got. Yet an inventory is of little use unless it is thorough. Every item should be carefully inspected, classified and properly priced. No guess work is permissible—and due allowance must be made for depreciation. Do not charge left-overs at full value. All such must usually be sold at a discount if not at an actual loss. It is a good idea to rearrange the stock with a view to convenience in handling it later. The goods have to be moved anyway, and changes can be economically made.

Your inventory may reveal the fact that you are carrying a lot of dead stock which you did not believe existed. It may also show a dangerous shortage in some lines in which you supposed you were well stocked. It also puts the repair business, which usually is as unfamiliar as the face of a rich uncle, in a position where you can become acquainted with it; and, if properly tabulated and handled, it may be made a source of actual direct revenue as well as an important part of store "service" and a steady puller for new business.

### Estimate Future Necessities

Each year brings its normal increase in the number of complaints from dealers regarding the delay of the manufacturer or jobber in filling orders. These complaints are very often unreasonable. The dealer must not forget that conditions are different from what they were a few years ago, and he must change his method of doing business to properly serve his trade. Compare your local freight yards, trackage and population with those of ten years ago. Compare the number of stores in your town then and now. Compare the wants of your customers ten years ago with those of to-day. Manufacturing and mercantile concerns have, it is true, steadily increased their volume of business, but transportation companies have not kept in line with the improvement of freight facilities.

It is poor policy for a dealer to delay ordering goods until he has sold them. How often does an order bear these words: "Send these goods quickly, I have them sold." It would be impossible



for such orders to take precedence over others, as the manufacturer would destroy confidence in his customers. The inflexible policy of the manufacturer or jobber usually is "first come first served." The dealer must of necessity anticipate demands and carry an ample stock to supply the wants of his customers. The degree of foresight and judgment displayed in anticipating such wants, everything else being equal, is the determining factor of his prosperity.

The manufacturer or jobber cannot anticipate the wants of their customers, for with a few exceptions their capacity is limited as regards production and surplus. A plant must be run on orders—not on possibilities. Should the jobber or manufacturer speculate upon a probable demand, either in buying or selling, and should his judgment be wrong, his loss is great, and the result must be failure.

The function of the manufacturer is to run his plant on orders only. The function of the merchant to anticipate demands and have an adequate stock of goods in his wareroom at all times to meet that demand, and, if necessary, to shape his advertising and his methods towards diverting inquiries towards goods that he has in stock.

At the close of each year the dealer should prepare a statement of the goods he has sold so as to estimate his next season's requirements; then he should place his order with the jobber or manufacturer as early as he can and not fail to specify when the goods should be shipped. This gives the supply source an opportunity to build or get the goods, put them in stock and be able to fulfill their part of the contract satisfactorily to the dealer. The year's end is the one time to size up your requirements, for the past season's business is fresh in mind as it will not be later. Remember that it is just as much to the manufacturer's or jobber's interest as it is to the dealer's not to have a large stock left over at the end of the season. But, by carrying an adequate stock of goods you are not only able to impress the prospective buyer with the fact that you have what he wants, but you are able to supply his wants promptly and efficiently.

#### Business Protection

Your credit makes it possible for you to conduct your business, and your credit will be stronger and better if you can show that you have adequate fire insurance on your stock and premises. Is your insurance equal to at least

80 per cent. of stock on hand? It should be. How do you know it it? Do you take inventory at least once a year? This is absolutely necessary. How do you determine value of stock on hand at any time? With annual inventory at cost prices plus freight as a basis, it can be estimated as often as you like yearly. This is simply done. Do you know how?

Are your inventory records and your books and invoices for at least a year back in a fireproof safe? They should be. The insurance company will adjust a loss, but they must be shown what you claim the loss is. Never forget that you can have your rate reduced by making certain improvements on your premises that will afford greater fire protection.

#### From the Sales Manager's Standpoint

It would seem wise from the standpoint of the sales manager in an implement business to train his own men rather than following the common practice of hiring men from competitive concerns.

From the sales manager's standpoint an effort could be made to keep down accounts by attention being paid to the following features: Discourage overloading of the retailer, as this is the primary cause of a great many failures. Educate the retailers to give property statements at least once a year. Make it a traveller's duty to investigate and report credit information, reporting unfavorable changes to his sales manager as soon as possible. Insist that travellers study the dealer's business, widen their views of the difficulties incident to conducting a retail business, look into the profit side of same, advising the dealer as to the cost of doing business and selling at an adequate profit. The salesman should have a thorough knowledge of these subjects so that he may be able to lend assistance or give suggestions to the customers.

#### The Evasion of Come-Backs

A broken-down machine, an angry farmer and a worried dealer are the principals in the tragedy of the "come-back." The manufacturer realizes that imperfect tools will come back, hence the years of testing and experiment before a machine is marketed. Of course a defect now and then will be found in even the best grade of implements, but if it had been detected before shipment it would never have reached the farmer. No manu-

facturer will risk the negative advertising given poor quality goods.

The occasional return of the usually standard implement does not hurt the dealer much. In a case of this kind he can make adjustments with the maker that will satisfy both the customer and himself. It is the return of an inferior implement which the dealer knows to be such, but which he represented to be first class, that will damage his prestige. Only sell a cheap implement as such and at the risk of the purchaser.

It is poor policy to state at any time that an implement will do work which you know it cannot. No need to worry over the "come-back" in such a case. The most frequent cause of complaints, however, is the faulty setting up of machines. These may get into incompetent hands and perform miserably. It is then hard to convince the angry farmer that all the tool needs is fixing. He is sore at implement, dealer and manufacturer. The dealer who fails to set up properly any machine may as well prepare for its inevitable come-back. When it does he should not swear at the line or its makers—for a simple adjustment and some attention would have eliminated all the trouble.

#### Knowledge and Service

The dealer is dependent upon the agriculture of his community. As the community becomes more prosperous through the application of scientific principles to farming, the dealer cannot help but reap benefit from increased sales if he can hold his trade. One big watch word in holding that trade is service. Beyond the ordinary meaning of the word, "service" may mean that the dealer can give his customers useful and reliable information.

Your customers in a dairy region may be interested in alfalfa, feed rations, milk testing, marketing, and soil fertility. In a general farming region they will be interested in the latest principles of seed selection, cultivation, maintenance of fertility, special care of crops, and so forth. Can you give your customers any information on their special branch of farming or on the market conditions pertaining to same. They will be specially interested in such data.

There are many points about implements also that the dealer can well afford to study, such as the adaptability, adjustment and troubles of the machines which he handles. The economy of the tractor vs. horse is a live topic.

#### Personal

John Seng, a harness dealer at Hafford, has moved to Laird.

Herbert McEwen has sold out his implement stand at Limerick.

C. B. Richmond is now handling the Ford agency at Daysland.

C. C. White has discontinued his implement business at Conquest.

Grover Bros. have opened a garage and accessory business at Castor.

W. C. A. Watt succeeds E. E. Lane in a retail implement business at Innisfail.

F. Thorinbert, a machinist at Treherne, has discontinued his shop in that town.

The Sterling Engine Works, Winnipeg, have been granted a Dominion charter.

M. McKenzie & Son have taken over the agency for Ford cars in the Dundurn district.

Simard Bros., the harness dealers at Cabri, have opened a branch business at Battrum.

The Ford Motor Co. of Canada have commenced the erection of an assembling plant at Calgary.

J. E. Bonsall has sold out his implement business at Coronation to a dealer named W. J. Gilliland.

J. A. Virtue, an automobile agent at Macleod, is now selling the Chalmers cars in that district.

J. L. Gregson, a dealer at Clavet, has sold out his interests at that point to W. H. Fairbairn.

Allan Jack, the popular implement man at Lethbridge, was a recent business visitor to Winnipeg.

W. Armstrong, formerly of Killam, has opened a new garage and automobile repair business at Strome.

John H. Smith has bought out the implement business at Sperling, formerly owned by W. T. Redhill.

F. Tabardel has bought out the automobile accessory business at Swift Current formerly owned by O. Larson.

W. Simmons is now carrying on the implement business at Fillmore formerly controlled by W. L. Robinson.

T. J. Motherwell has bought out the implement business at Punnichy formerly carried on by S. G. Thorne.

James E. Kinley has bought out the implement business at Cartwright formerly controlled by Newman Bros.

Jussner & Hagedorn have bought out the implement business at Prelate formerly carried on by Ernest Schroen.

Charles P. Snyder has opened



a retail implement business at Oyen.

T. W. Bennett succeeds James S. Kent in an implement business at Willow Bunch.

E. North has succeeded C. C. Black in an implement business at Minnedosa.

The Canadian Foundry & Machine Co. have started operations at Calgary and Redcliff.

Henry R. McClung has bought out the business at Gainsboro, formerly carried on by S. J. Ray.

The Happy Farmer Tractor Co., Minneapolis, have moved into their new and larger quarters at 1203 Hennepin Ave.

L. C. Burnap, the genial implement dealer at Barons, is doing a nice business selling the new model McLaughlin cars.

The Maxwell Motor Car Co. will commence work shortly on the erection of a plant at Windsor, Ont., to cost \$60,000.

The Brantford Carriage Co., Brantford, Ont., recently purchased the business of the Baynes Carriage Co., of Hamilton, Ont.

A new concern recently incorporated at Watrous is known as Western Farm Implements, Ltd. The capitalization is given as \$25,000.

Harman & Duncan, dealers at Castor, have dissolved partnership. In future the business will be carried on by Harman & Brown.

M. Palmer has taken the agency for the Massey-Harris Co. at Eckville, where he is putting up suitable buildings to take care of his line.

H. F. Anderson, Western manager of the Tudhope-Anderson Co., Winnipeg, recently paid a visit to the Regina branch of the company.

A new Winnipeg concern that specializes in gear cutting is the Winnipeg Gear and Engineering Co. E. W. Darbey, formerly manager of the Empire Lightning Rod Co., is manager of the new company.

You'll find 'em in every kind of business these days! Mary M. Lowe is the sole proprietor of the Lowe Implement Agency at Cupar. And we hope that Mary is doing a rattling good business at that point.

R. Harmer, president and general manager of the Sawyer-Massey Co., Hamilton, Ont., recently spent a day or two in Winnipeg during a trip which embraced the Western branches of his organization.

The business formerly carried on by Central Lumber & Implement Co. at McConnell has been

sold to R. M. Stone. The branch of the company at Rapid City has been taken over by a dealer named H. Lockhart.

M. J. Rodney, manager of the Winnipeg general agency of the International Harvester Co. of Canada, recently returned from Butte, Montana, where he and Mrs. Rodney attended the burial of a sister of the latter.

We regret to report the death in action somewhere in France of Tommy Clark, who was formerly a partner with J. Knight in an implement business at Beatty. He belonged to the 53rd Battalion, and was very popular in the town and district.

I. J. Haug, manager of the Canadian Avery Company, Winnipeg, recently spent some ten days visiting the headquarters of the Avery Co., at Peoria, Ill. Mr. Haug looks forward to an exceptionally good business for his concern during 1917.

W. J. Thorp, formerly manager at Winnipeg for the Rumely Products Co., and recently manager for the Advance-Rumely Thresher Co. at Des Moines, Ia., has been transferred to take charge of the Advance-Rumely branch at Lincoln, Neb.

We are glad to report that P. J. Grout, the popular manager of the Twin City Separator Co., Winnipeg, is recovering in good shape from an operation which he underwent at Rochester, Minn. We hope to see him back at his desk soon, and in perfect health.

J. B. Bartholomew, of the Avery Co., Peoria, Ill., has been re-elected president of the National Association of Tractor & Thresher Manufacturers. G. M. Gillette, of the Minneapolis Steel & Machinery Co., has been appointed one of the executive committee.

Autos are selling well in Alberta these days. Manager Clever, of the Ford agency at Champion, has sold nearly thirty cars during the past three months. In the same town, Frank Anderson, the McLaughlin representative, has sold 26 McLaughlin cars in the past two months.

De Long & Jones, garage proprietors at Swift Current, have sold out their interests to a firm named McEwan, West & Lamm. Messrs. McEwan & Lamm were identified with the Great Northern Supply Co. in that centre, and have had a long experience in the implement business.

We recently had a visit from L. C. Scott, one of the sales directors of the Sharples Separator Co., West Chester, Pa. Mr. Scott was on his way East after concluding arrangements with the

Buckeye Machine Co., Calgary, whereby that concern will act as Sharples distributors in Western Canada.

J. M. Robinson has been appointed general sales manager of the Acme Harvesting Machine Co., Peoria, Ill. After a long experience in the production side of the business, Mr. Robinson was connected with the Milwaukee Harvester Co., and later was in charge of various districts for the International Harvester Co.

Joseph A. Bailley, an old-timer and implement traveller, died in Winnipeg recently at the age of 63. He came West from Lindsay, Ont., in 1880, and took up farming. Later he travelled for various implement firms, and at the time of his death was connected with the Cockshutt Plow Co. in the capacity of collector. He leaves a widow and eight children.

A. C. Barber, sales manager of the Moline Plow Co., Moline, Ill., has retired after serving that well known concern for nineteen years. He is succeeded by M. A. Steele, of Freeport, Ill. Mr. Barber will take a well-earned rest before turning his attention to the future. He started in the implement trade with the Kingman people in a humble capacity, and worked his way upward, until to-day he is one of the best known men in the implement trade.

### Working Together

Men differ from most other animals in that co-operating with one another is the basic condition on which they live. The strongest and most skillful carpenter could hardly in a lifetime build an ordinary frame house without drawing on the labor of other men. He depended on the men who made the tools with which he worked.

Set any man down naked and alone on a section of the most fertile land in the Canadian North-West, and he would perish of cold and hunger in a very short time. The natural resources of Canada barely sustained a few thousand Indians at one time—and these were always on the border line of famine. Even the Indians worked together to some extent, or they could not have lived at all.

Nations live by the labor of other nations, as individuals by that of other individuals. Our religion came from Asia Minor, our political system mostly from England. Britons invented the steam engine and the railroad locomotive, by which we thrive. Bell could not have invented the telephone nor Wright the flying machine if many foreign minds

had not worked on electricity and aeronautics.

There is hardly an article in our possession and no thought at all in our minds to which foreigners have not in some way contributed. The more extensively we co-operate, the more we prosper materially, intellectually and spiritually. As any other nation thrives in any of those respects, so do we thrive. We are richer because an Italian, with German knowledge, thought out wireless telegraphy and because an American drew from the experience of others and developed the self-binder.

No man lives unto himself alone. As nations co-operate, so must individuals, especially individuals who follow similar callings. The dealer who belongs to his trade organization is only following the example of the nations who have co-operated through the centuries in an effort to attain greater civilization.

### The Best System

At the present time a great many of the farm journals of America are adopting the policy of advising their readers to buy their implements on a cash or near-cash basis. We, of course, do not mean those journals which consistently advise their subscribers to have nothing to do with the local dealer, but to patronize the co-operative organization or direct selling concern. We refer to journals who realize the fallacy of the farmer sending money out of his community.

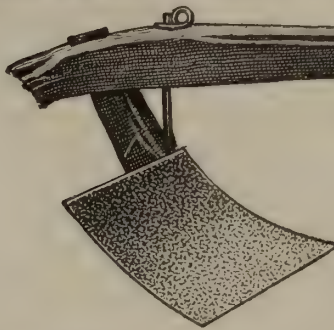
The business farmer knows from experience that it costs him more to buy goods on long time terms than to buy for cash or as nearly cash as he can afford. A prominent U.S. farm journal says in this connection:

"The farmer who pays cash for his machinery and supplies, has a right to insist on the cash price. He would then always be a little ahead of the game, and benefit the dealer as well as himself. The man who insists on credit, and lets that credit run behind as long as possible, will be behind. The dealer or merchant who orders only what he wants has no stale stock, and will be ahead in the end."

The dealer who is not getting settlement on delivery—who has not established that policy in his business—is likely to get up against it good and strong in this era of advancing prices and slowly shortening credits. Moreover, the longer the establishment of this policy is delayed the shorter your credit will be.



THE FIRST  
PLOW



John Deere Plows  
have been used by Western  
Canadian Farmers for  
**41 YEARS**  
1875 to 1916



**JOHN DEERE PLOW CO., LIMITED**

WINNIPEG REGINA CALGARY SASKATOON EDMONTON



WINNIPEG, MAN., HOUSE

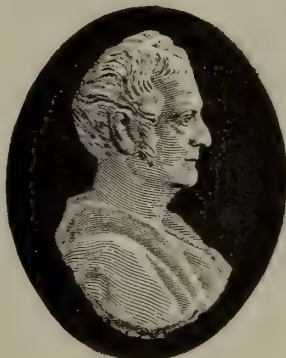


REGINA, SASK., HOUSE



CALGARY, ALTA., HOUSE

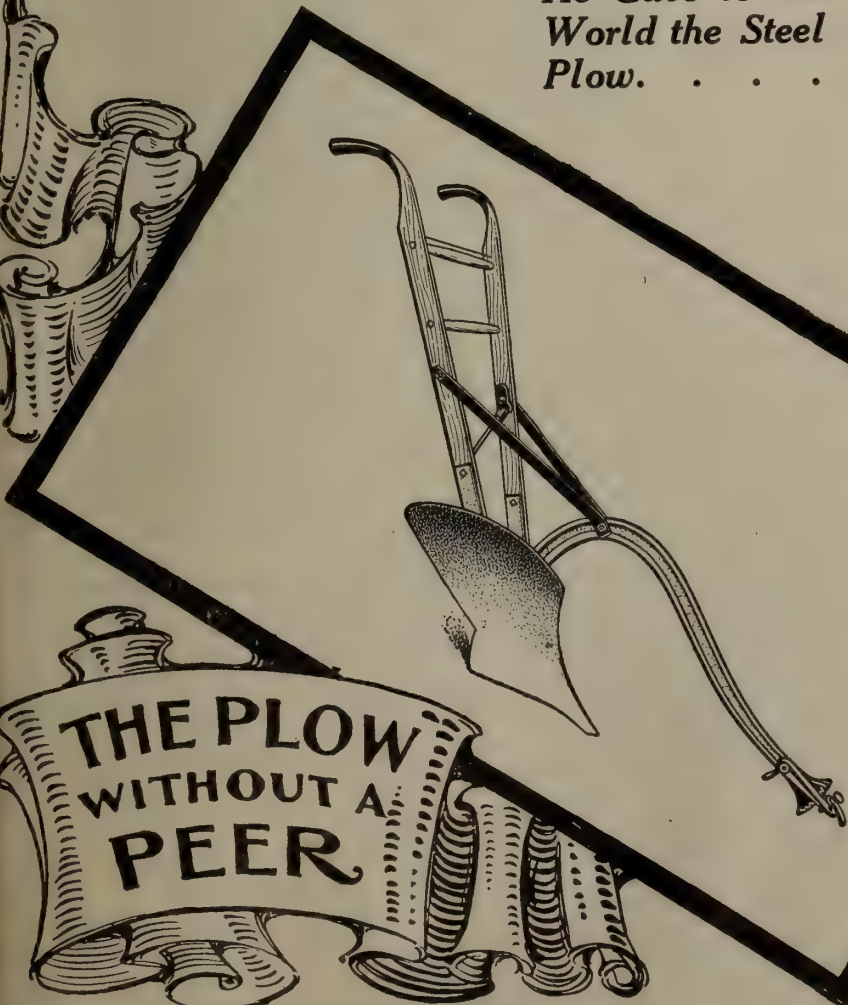
*He Gave to the  
World the Steel  
Plow. . . .*



JOHN DEERE



SASKATOON, SASK., HOUSE



THE PLOW  
WITHOUT A  
PEER

At this Season we send Festive  
Greetings to our many Friends  
and those who have helped to  
make the Deere Plow Factory  
the Largest in the World



### Increasing Cash Resources

There is a wealth of sound common sense in an article by Geo. A. Ranney in the *Harvester World*, entitled "Increasing the Dealer's Cash Resources." It is meat clear through and is worth the perusal of every dealer. Listen to these paragraphs:

"The word 'cash' was unknown to the early implement salesman. He had difficulty in pronouncing it and usually choked when he tried to say it. And why not? His pockets were always well supplied with pads of slow notes, ready for the pen on the dotted line. In the early days of this industry, it was necessary for manufacturers to extend credit, for the farmer had no ready money.

"We have made some progress during recent years, but are still somewhat ancient in our practices. Tradition is a wonderful thing. It has held peoples together, molded great nations and 'busted' many implement manufacturers. Every manufacturer of implements, in his desire to secure prompt payment of dealers' accounts, offers a discount for cash. This cash discount permits the dealer to make more money on his sales to the farmer. He likes the discount, but to get

it he must have real money. But where is it coming from? He has sold his farmer customers goods and has a lot of open accounts on his books to be paid some time after harvest, or at the farmers' convenience.

"The average farmer in the United States is carrying a substantial bank account and should be educated to pay cash for such goods as he can afford to buy on that basis. If his condition is such that he cannot pay cash, the dealer should insist upon his giving a bankable note. This creates no more obligation on the farmer's part than an open account, but it permits the dealer to operate on a cash business.

"Is it revolutionary to suggest that some day implement manufacturers will insist that dealers handling their particular lines must close their sales either for cash or by taking a bankable note or acceptance? I confidently believe that eventually the bankable two-name note or acceptance will take the place of open accounts."

Did you ever stop to wonder what becomes of the possible customer to whom you remarked, "We haven't any in now"? Does he ever come back?

### A New BT Folder

We are in receipt of a very interesting folder, published by Beatty Bros., Fergus, Ont. This folder, which is a finely conceived piece of advertising matter, and well illustrated, deals with the value of B. T. water bowls. Every stockman knows the menace of forcing stock to drink freezing water, while the ordinary trough is a fertile dispenser of disease to the herd. A full-size illustration of the B. T. water bowl occupies the interior of this interesting folder, in which the cattle speak for themselves. The front page bears the following original resolution:

"Whereas, the undersigned, have used the B. T. water bowls and find that they increase milk production, save many weary steps through the cold to a trough or spring, enable cattle to thrive better, look better, weigh more, give richer, better milk, and save veterinary bills. We strongly recommend them to every farmer and will guarantee to make an extra profit for the farmer, which will pay for the bowls in 90 days."

This bovine resolution is signed by the following: Madam Holstein, Lady Ayrshire, Aberdeen Angus, Squire Shorthorn and Madam Jersey. We recommend all dealers interested in better barn equipment to write to Beatty Bros., Fergus, Ont., for a copy of this original piece of literature.

### The Ford Tractor

The Ford tractor, that much talked-of challenge to the tractor world by Henry Ford, was shown at several of the tractor demonstrations this year. It is not expected that the tractor plant at Dearborn, Mich., will be marketing these tractors until sometime in 1917. The Ford tractor is very light—weighing less than a ton, and rumor says that it will sell in the United States at around \$300. It handles two bottoms and uses gasoline, kerosene or alcohol.

The tractor has a lot of the conventional Ford earmarks. It is a four-wheel design that can plow at 2.5 to 3 miles per hour and run along the road at 5 to 6 miles per hour, and for night plowing has a set of headlights that get current from the magneto.

The motor is a larger edition of the Ford passenger car motor with a block of four cylinders, each 4 x 4.25 in., and having the familiar Ford flywheel magneto, thermo-syphon cooling, etc. From the motor there is a multiple-disk clutch, three-speed, with reverse gearset of the constant-mesh type and worm transmission to the rear axle.

### Eliminating Dockage

If it pays to clean the grain on a clean farm, it pays still more to do it on a dirty farm. It is hard to compute the annual loss to the farmers of the Canadian West through dockage on grain shipped uncleaned. One farm paper comments that after a fire in a terminal elevator, one insurance company alone, out of several protecting the elevator, paid \$29,000 on "screenings" destroyed. With the modern fanning mill at his disposal it is certainly poor economy for the farmer to haul dockage to the car at an outlay for hired men, loading, unloading, teams and freight.

By cleaning his grain with a modern fanning mill, the farmer can treat the screenings for feed by chopping, steaming or boiling. Wild oats make good feed when chopped fine or heated to destroy germination. Smaller weed seeds can be cooked and used as feed, or when dried can be used as fuel. Practically all of the fanning mills on the market to-day are thoroughly efficient in cleaning the grain. The dealer has a large variety of types to choose from, and in no line exists more selling points as regards value to the owner than in the fanning mill and grain cleaner.

Sitting down won't improve your financial standing.



### Brings New Business

EVERY farmer needs an "Acme" Pulverizing Harrow—no matter what his soil, or how large or how small his farm. "The coulterers do the work" as nothing else will. They cut and crush clods, pulverize, level and turn the soil twice—all in one operation. Make an ideal seed bed—unrivalled, too, for orchard and summer fallow.

We are driving home the facts of "Acme" efficiency through a country-wide advertising campaign, reaching over four millions of farmers. We help you close sales, too, by keeping right after every inquirer. And, we stand behind you with an iron-clad guarantee of quality and workmanship.

"Acme" sales increased 60% in 1915-16 over previous year's record. Join us now and get your share of the new business for coming season. Write to-day for contract and book, *The "Acme" Way to Crops That Pay.*

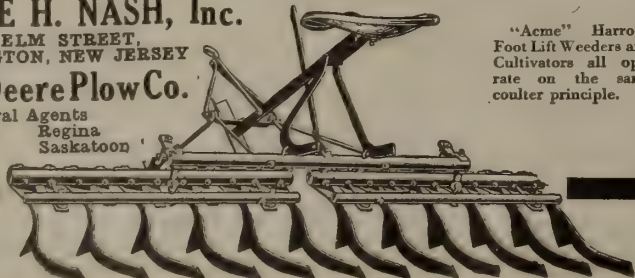
**DUANE H. NASH, Inc.**

107 ELM STREET,  
MILLINGTON, NEW JERSEY

**John Deere Plow Co.**

General Agents  
Winnipeg Regina  
Calgary Saskatoon

"Acme" Harrows  
Foot Lift Weeders and  
Cultivators all operate  
on the same  
coulter principle.



No. 23  
Cuts 6 1/2 ft. wide  
Other sizes 3  
to 17 1/2 ft.



## Mr. DEALER Cater Can Sell You

Wood or Iron Pumps cheaper  
than any one in the West.

GET HIS PRICES BEFORE YOU ORDER

**Brandon Pump & Windmill Works**  
BRANDON MAN.



## Hail Losses in 1916

According to reports filed with the provincial superintendent of insurance in Saskatchewan by companies engaging in the hail insurance in that province, the hail loss ratio approximates on the average, 132 per cent. of the premium income. Apart from the Municipal Hail Insurance scheme in that province, the total hail premium income received by companies was \$1,417,853. Their total loss, which they paid in full, amounted to \$1,872,408. To this percentage of loss must be added the underwriting expense, which covers commissions, adjustments and general office expenses, which means that they lost an additional 30 per cent. In short, the companies doing business in Saskatchewan have not only paid out the total amount of money received by way of premiums, but they have also paid from their reserves an additional amount equal to about 62 per cent. of the 1916 premium income.

The loss in expenditures over receipts amounts in Saskatchewan to \$879,911.50, while 24 different insurance companies dealt in hail insurance in that province during the past season. The experience of these companies in former years as compared with 1916, gives some idea of the severity of the hail losses this year:

Year	Premiums	Losses Paid
1913. . . . .	\$ 783,194.42	\$ 485,305.79
1914. . . . .	747,838.68	173,443.44
1915. . . . .	1,363,001.66	438,619.57
1916. . . . .	1,417,853.21	1,872,408.75

The Insurance Branch in the Province of Alberta reports the experience of eighteen companies writing insurance for hail. The total income of the companies was \$1,280,556, and their total loss \$1,044,285, or roughly 82 per cent. Taking 30 per cent. on the premiums for operating expenses, the loss in expenditures over receipts amounted to \$147,895.

In Manitoba, it is estimated by

"Canadian Finance" that the total premiums will be about \$310,000 with losses of about \$320,000, which when 30 per cent. is added for expenses means that the excess of expenditure over income will be between \$80,000 and \$85,000. For the three western provinces, therefore, the excess of expenditure over income in the hail insurance business will aggregate about \$1,115,000.

The companies have made payment in full of all losses, a procedure in striking contrast to the 50 per cent. of claims paid by the Municipal Hail Insurance Commission of Saskatchewan, as announced by J. E. Paynter. Current revenue surplus from last year amount to about \$1,500,000 as the available assets of the commission, while its losses are more than double that amount. At a representative meeting of 139 rural municipalities in Saskatchewan the future methods of handling municipal hail insurance was gone into, while it was decided that the commission draft some scheme whereby the 1916 losses can be paid in full.

### Comparing Implement Prices

In these days when the prices of farm implements bulk large in the vision of the farmer, there is a wonderful justification of any rise in price that has taken place—not only from the standpoint of advanced material costs. During the last twenty years there has been only a very slight advance in the retail prices of standard farm implements, notwithstanding the fact that the implements produced to-day are more durable and infinitely more efficient than those made in 1888 or 1894, for instance.

Let us look, for instance, at the comparative costs of a few standard implements, according

to the average retail prices of same in 1890 compared with the prices in 1910. These are United States prices, but are quite appropriate for the purpose of comparison. Price of a 14-inch steel beam plow in 1890, \$15.65; in 1910, \$15.50. A 14-inch riding sulky plow in 1890, \$42.22; in 1910, \$40.19. Steel beam riding and walking cultivator, from \$28.50 to \$27. Disc harrow, from \$32 to \$28.60. Self dump hay rake, from \$26.50 to \$26.25. Mower, from \$48.33 to \$46.28.  $3\frac{1}{4}$  x 10 farm wagon, from \$58.39 to \$74.71. The inclusion of wagons only in a list of common implements leads to a showing of an increase in cost during these 20 years.

Yet during these twenty years, and especially during the years from 1910-1916 the prices of farm equipment have been but slightly advanced. Our yields have increased with an increase in acreage. Could this have been accomplished without the aid of modern farm implements. Increase in acreage, production and value of farm crops is directly attributable to the improved agriculture made possible by improved farm implements in a greater degree than to any other cause or combination of causes.

Does it look reasonable to sell an implement which, estimated by what it is accomplishing, is immensely improved over its predecessor of twenty or twenty-five years ago, at almost the same price at which the admittedly inferior tool was sold. The product of the implement gives its owner an enormously increased purchasing power. Looked at from every standpoint, the advance in cost of his implements has been nothing to the farmer compared with the money they returned him from the sale of his crops at prices obtaining during the past few years. He has little excuse to kick at present advances in implement value, advances over which neither dealer, jobber nor manufacturer have any control.

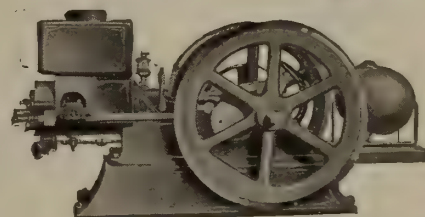
### Coast Dealers Hold Convention

The twelfth annual meeting of the Pacific Northwest Hardware and Implement Association will be held at Spokane, Wash., on January 17, 18 and 19, 1917. An elaborate program has been prepared in which a large number of live speakers will take part. It is stated that this organization is in an exceedingly satisfactory condition, and doing good work in its territory.

## For TWENTY YEARS The LEADER IN THE FARM ENGINE FIELD Waterloo Boy Kerosene Engines

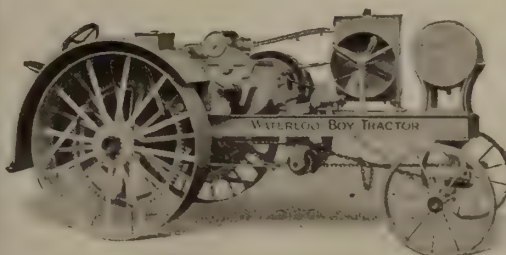
Made in Sizes from  
 $1\frac{3}{4}$  to 12 H.P.

WATERLOO BOY Kerosene Engines are in use to-day on over 100,000 farms. They are the Gold Medal winner at three International Expositions.



For all-around farm use you cannot sell a better engine. Develop full rated horse power on kerosene. Strongly designed and durable. Equipped with oscillating magneto. Requires no cranking to start. Built for either kerosene or gasoline, and covered by a strong guarantee. Can be supplied either mounted on skids or iron sub-base. This cheap fuel engine of simple design and unequalled quality will prove a winner for you. Get our agency proposition on them.

## Waterloo Boy Kerosene Tractors



Pull three 14-inch plows. Operate a 24-inch separator. The most successful kerosene tractor on the market. Low price—simple design—great power—cheap fuel—long life—reliability—accessibility of parts. You cannot sell a better light tractor than this.

We handle Saws, Electric Light Plants, Hand and Power Washers, Elevators, Pump Jacks, Milking Machines, etc.

Alberta representative: H. P. NORTON & Co., Calgary.  
MACHINES IN STOCK AT WINNIPEG, REGINA AND CALGARY

**Gasoline Engine and Supply Co. Ltd.**  
P.O. BOX 644  
WINNIPEG, MAN.

## Every User is a Booster

When you sell one of these seats, you sell a dozen. That easy, springing, tireless seat on the way to and from town makes every farmer a Lloyds spring seat booster.

## Lloyds Low-Down Spiral SPRING WAGON SEATS

CARRIES 600 LBS.

The Wagon Loaded  
Fit Any Wagon or Sleigh Box Made

We wish our many dealer friends throughout the North-West prosperity and profits during 1917. May the first be yours during the coming year. We know you'll have the profits if you handle our spring wagon seats. Full stocks on hand. Write for prices.

**Wawanesa Wagon Seat Co.**  
WAWANESA, MANITOBA.



Going Home



## Commission on Tractor Sales

At the recent annual meeting of implement dealers' organizations, a very interesting discussion took place on the question of what the dealer receives on the sale of tractors. C. E. Bonner, of the Avery Company, made some very pertinent observations on the standpoint of the expense incurred by the dealer in merchandizing the tractor. Mr. Bonner considered that a careful estimate of the dealer's expense indicates that it cost him from 15 to 17½ per cent to do business, consequently the dealer feels it impossible to sell tractors on a discount which is less than the above-stated overhead expense. It may, however, be possible to analyze this expense in relation to different articles sold.

"Is it not possible some articles you handle may entail an overhead expense of 25 per cent, or perhaps more, possibly 50 per cent, while on other articles you handle the overhead may not exceed 5 per cent," said Mr. Bonner. "Were it not for the articles on which existed the lowest overhead expense, you would not be able to carry on your business at all. Other articles which carry the high overhead are only sold on ac-

count of its being necessary for you to handle them in your business. It is a well-known fact that an increase in volume of business without any appreciable increase in expense, decreases your average overhead very rapidly. You do not base profits on all goods on the same basis, neither can you base discounts and overhead on all goods on the same basis, and while your average overhead may be 17½ per cent, you might make a good profit on goods presumably on which your discount would not exceed 10 per cent. It is also a well-known fact that it costs practically as much to sell some small machines as it does a much larger machine on which you may receive the same chimes while making money on the sale of the large machines. This would clearly indicate you could not apply the same overhead to each machine.

"To get the best results and the best profits, small tractors should be bought and stocked the same as automobiles. They should be sold practically for cash, turning your money over several times during the year, and on this basis there is no question but what if you assume the responsibility of

selling, settling and service, you are entitled to a greater commission than where it is necessary for the manufacturer to assume such expense.

"Our own experience leads us to assert confidently there is good money for the dealer in the sale of tractors. We have dealers who have done so well in the sale of this class of goods, they are seriously contemplating dropping some other lines and giving practically their whole attention to the sale of tractors. I have in mind one dealer at this time who five years ago had a very modest rating, who is now rated up into seven figures, and only within the past ten days placed an order with us for eighteen tractors for which he pays us in cash on delivery. Do you think he would have done this had he made no money in the tractor business?"

"Any dealer who will purchase goods for cash and assume all responsibility for the sale, settlement and handling of same, is entitled to the very highest consideration from the manufacturer. The dealer who is willing to assume the responsibility for the machinery after it is sold, even though the sale be made through the assistance of the company is entitled to more consideration

than the third class of dealer who absolutely does nothing except to furnish the name of the prospective customers and possibly a livery rig to take the salesman out in the country."

Mr. Bonner stated that he might be allowed to suggest the best method in which to make a profit on tractors, which, in the opinion of he and his company, was to quote the customer a cash price every time, putting forth every possible effort to sell him for cash or practically for cash. If time is taken by the dealer to inform himself as definitely as to the merits and selling points of tractors as he does on some other lines which pay a much less proportion of profit, he will find it comparatively easy to market this class of goods, because every farmer owning 160 acres of land is a prospect.

### The Small Dealer

There is no sense in the idea that because you are a dealer in a small town you cannot be up to date. You should have your lines and store up to minute in every respect—and only men who follow this principle can hope to make good.

Your help problem is easier. You have a closer contact with your clerks than in the retail business in a large city. You can take them to your home, entertain them and make them friends as well as employees. One great advantage you have is that you know your customer. In the large store, with hundreds of customers daily, this would be impossible. But you know the people who deal with you, and can call them by name and talk over their personal progress with each and every individual. No men need feel discouraged simply because he is a retailer in a small way. How many men have started out with less than \$1,000 worth of stock, and have made good. Many a small town retailer does a bigger business in some lines than does his brother dealer in a town ten times the size.

## TO OUR FRIENDS IN THE TRADE



—WE OFFER—



*The Wish of a Merry Christmas, and a  
New Year of Increased Prosperity*

—For 1917—

We remind you of the Shortage of Material and Labor which will continue to affect Deliveries to the Benefit of the Early Buyer.

—DON'T DELAY—

Ordering Plowshares, Harrow Teeth, Painted Whiffletree Sets, etc.  
for Spring Delivery.

SEE OUR No. 4 IMPLEMENT CATALOGUE, JUST OUT

The  
Best  
Place

**D. Ackland & Son, Limited**

Calgary  
Edmonton



65-68 Higgins Ave.  
Winnipeg

The  
Best  
Goods





### Courtesy and Honesty

Travelling men shun the merchant who is discourteous. They never let him in on any bargains. He must pay the top price for all he buys. No concessions are made him. None are due him. He pays a high price for his folly.

Another important element of success in merchandising is honesty. The day has passed and gone when the dealer can resort to questionable methods and get away with it. In these days of telephones and rapid transit his sins will surely and swiftly find him out. Honesty is the most necessary element of successful merchandising. No business can permanently prosper without it.

The merchant whose customers are justified in questioning his integrity should hasten to get out of business before he is closed out. When those who know him best are doubtful of him, he cannot hope for the confidence of those of whom he would obtain credit. It takes satisfied customers and willing creditors these days to make merchandising profitable.

### A Common Sense View

We have the greatest respect for the farmer as a class, but it is strange to think of how many in the farming fraternity are biassed against the local merchant and against all local endeavor by the socialistic theories expounded by farm publications who yell at their readers that the hand of every man is against the agriculturist. In the State of North Dakota it is reported that over half a million dollars were collected recently from farmers by some league, whose main theme is that the world is robbing the farmer and that he can only get redress by joining the said league. Every dealer is aware that the agricultural world has its problems, but the general prosperity of the farmer indicates that the world is not doing anything to nullify development on the part of broad-gauged farmers.

The "Farmer," an agricultural journal published in St. Paul, Minn., is an object lesson to the rabid agricultural press in the common sense way it criticises this phase of agricultural progress. In a recent issue this journal says:

"There are a number of influences at work in the northwest just now which we honestly believe to be harmful to the proper development of our agricultural life. These influences are not constructive in any way, but are

nourished by appealing to the natural prejudices of the farmer. A considerable number of people in the northwest are making a living just now by telling the farmer he is a down-trodden worm, abused by all the other interests of this country. It seems strange that a certain proportion of farmers will turn from tried and true friends and pay out money to some smooth-talking stranger who tells him he is an abused wretch with no hope of relief except through paying the stranger money to help him out. Prejudice and animosity toward the rest of the world will never get us anywhere."

### Keep Abreast of the Times

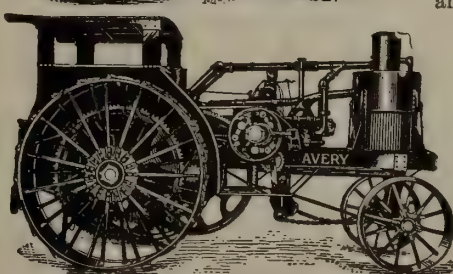
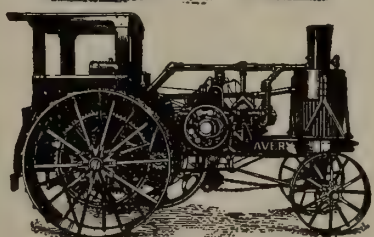
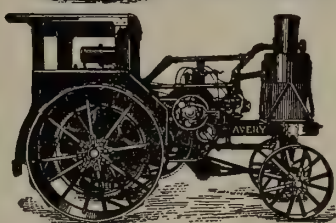
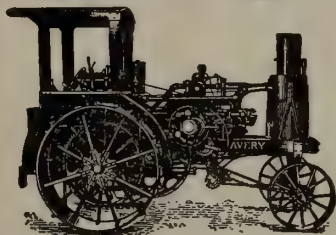
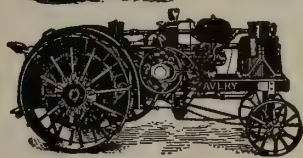
No man knows his profession or business as he should unless he is a reader of trade papers. They keep him abreast of the times in his calling. Service is the keynote of the present day, and knowledge is the handmaid of service. There are many implement dealers who derive a great deal of benefit from reading their trade papers, and many see to it that their employees read the trade paper also.

The better trained the salesman is the more goods he can sell. The greater his sales, intelligently made, the more profit to himself and to his employer. We suggest

that every dealer not now doing so see to it that his salesmen get interested in at least one good implement trade paper. If the salesmen have not time to read at the store, let them take the paper home, in turn. An hour or so a week spent this way will yield thousands of percentage profit annually on a dollar investment.

### Engine Salesmen Wanted

We have openings for exceptional positions for gasoline engine salesmen qualified to get orders signed in the Western Canadian territory. State experience and salary wanted. Address L. M., care of "Canadian Farm Implements."



## Why the 1917 Avery Sales and Commission Contract is Better Than Any Other

- It offers the sale of the most profitable line of tractors built.
- It offers the sale of a line of tractors that will sell more for you.
- It offers the sale of the most complete line of tractors built—a size tractor for every size farm.
- It offers the sale of the only standardized line of tractors—five larger sizes—one design—standardized.
- It offers the sale of the smallest and lowest priced tractor built—the Avery 5-10 H.P. tractor.
- It offers the sale of the Avery Motor Cultivator, the machine that attracted the attention and created so much favorable comment and enthusiasm among farmers and dealers alike at the 1916 Tractor Demonstrations.
- It offers the sale of a line of genuine kerosene burning tractors—the five larger sizes burned kerosene at all of the 1916 Tractor Demonstrations.
- It offers the sale of a line of tractors with a design and construction proven successful by the hardest possible tests.
- It offers the sale of a line of tractors backed by a complete advertising, selling and service assistance.
- It offers the sale of a line of tractors backed by a company which can guarantee service, and which owns its own big factory and many branch houses.

### Investigate The Avery Contract NOW.

Now is the time to investigate the merits of the 1917 Avery Sales and Commission Contract—the contract that offers more than any other. If you are interested our salesman will explain this wonderful contract to you. Address:

WESTERN CANADIAN DISTRIBUTORS:  
**CANADIAN AVERY CO., LIMITED** WINNIPEG and REGINA

# AVERY



### Tractor Possibilities

It was at one time the firm belief of many of the pioneers in the tractor business that a new era in agriculture was opening up wherein animal power would be replaced exclusively by mechanical power. They have also believed that the development of the gas tractor for the farm would keep pace with, or even exceed, the development of the automobile.

That these expectations will not, however, be entirely fulfilled, has lately come to be the opinion of the better informed tractor builders. Granting this there has come a more certain knowledge as to the possibilities of using tractors on the farm. While it cannot be expected that they will replace horses entirely, it has been proven conclusively that tractors can be used, in connection with horses, to better advantage than either the tractor alone or the horses alone. Statistics have been compiled on this basis which show that there are over 2,600,000 farms in Canada and the United States on which tractors can be used to advantage.

### The Modern Way of Selling

One of the most striking addresses given before the Associated Advertising Clubs of the World, at their recent convention in Philadelphia was given by C. B. Moon, an Indiana merchant, who does an annual business of \$60,000 in a village of 300 population. He maintained that during 1915, 22,000 retail merchants failed in the United States because they had a wrong conception of doing business.

Outlining the type of man the country merchant should be, the speaker said:

"The retail merchant must be a good buyer, must have a fit place in which to display and sell his

goods. The store must be clean, inviting, light and cheerful; his clerks must be trained. They must know the goods, and know the art of salesmanship. They must sell the goods in the spirit of service, kindness, hospitality and mutual interest.

"Advertising is the modern way of selling goods. Nationally advertised goods are a life-saver to the retailer. The farming community has been educated to it. The farmers are beginning to expect it, and yet the retail merchant who has been in business for any length of time knows practically little or nothing about writing copy; first, because he knows little or nothing about the science of salesmanship. He has the conception that advertising is selling goods at a cut price; his local competitor has the same idea. For some reason he has been educated to that belief, and has not learned that salesmanship is selling goods at a profit, and that advertising is salesmanship on paper."

### The Sale of Harrows

It is strange how the average man regards the sale of the humble harrow. It is simply an implement that must be asked for; we do not try to sell it, rather look upon it is a line that must first be supplied as ordered. How often do you see a dealer expatiating in his ad. regarding the quality and type of the harrows he sells? Rarely, if ever. Yet when we consider the importance of the harrow, it is surely worth more attention, and the dealer should see to it that his customers can buy the best and most efficient harrow procurable.

The various departments of agriculture are steadily giving your customers a great deal of literary matter on the importance of proper soil preparation. That the harrow is one of the most

useful of the implements on the farm goes without saying, and in this we do not refer to the disk, but to the peg tooth harrow. Used in preparing the seed bed, this implement is largely responsible in determining the size of the crop, on which depends the prosperity of the farmer and also the prosperity of the dealer.

The adequate preparation of the soil before seeding is very frequently neglected, more so, perhaps, than any other work connected with crop production. This, however, is of the greatest importance. To put seed in among clods is bound to starve the plant, for the food elements are locked up in the clods. Every farmer knows this, yet a great many of them fail to give this sufficient consideration in their eagerness to get their seeding done. The sale of an individual harrow is in itself a small item, but the volume of the harrow business as a whole runs into an enormous figure, also the business of each individual dealer on this item alone can be made to show a very substantial profit balance.

### An Indian Celebration

In these days when firewater is hard to procure, native ingenuity must find a way out. Recently sixteen Indians and their squaws, on the Blackfoot reserve in Alberta, accumulated a nice sizeable "jag" on about \$40 of essences which they procured. In court the Indians answered to the following fine cognomens: The Sleigh, Old Bull, Billy Mayfield, Fred Studhorse, Mr. and Mrs. Chief Duck, Mr. and Mrs. Mike Bearhat, Mr. and Mrs. Redleggings, Mr. and Mrs. Paul Eagle-ribs, Mrs. Chief Moons, Mark Springchief, Ben Calfrobe, and Buckskin.

There can be no slack season these days. Start off Jan. 2!

### A. S. A. E. Meets

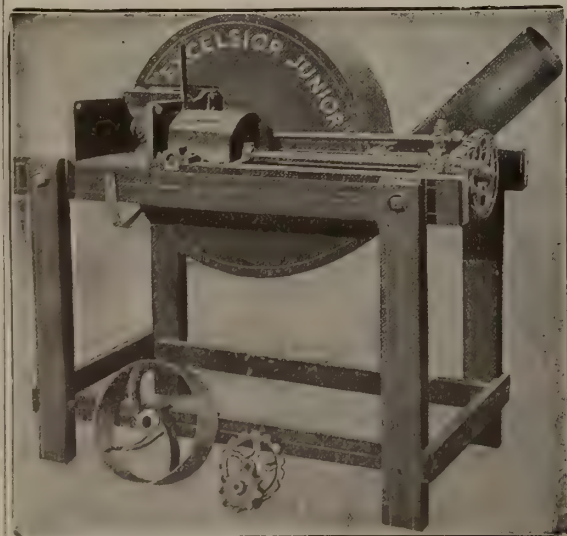
The annual convention of the American Society of Agricultural Engineers, the tenth, will be held in the Sherman Hotel, Chicago, December 27, 28 and 29. This event is always looked forward to with interest by those connected with the farm machinery industry. The papers presented are invariably of the highest educational importance. Anyone interested in the problems of agricultural engineering is heartily invited to attend the convention.

### Resolutions on Repairs

The Michigan Association of Implement Dealers at their recent convention, passed a resolution in which they deemed it necessary that manufacturers should issue new repair lists as soon as possible, revising and correcting present lists and giving dealers not less than 33 1/3 per cent. discount from such lists, except on so-called "cash" repairs. They further stated that it was their belief that a considerable portion of the expense incident to the repair trade could be eliminated by the manufacturers dispensing with the insurance and extra service charges on parcel post shipments.

### He Held To It!

An old negro arose in prayer meeting and said: "Brethren and Sisteren: Ah been a mighty mean nigger in mah time. Ah had a heap er ups and downs, especially downs, since Ah j'ined the church. Ah stole chickens and water-millins. Ah cussed. Ah got drunk. Ah shot craps. Ah slashed odder coons with mah razor, and Ah done er sight er odder t'ings. But Ah t'ank the good Lawd, breddren and sisteren. Ah, nebber yit lost ma religion."



## "EXCELSIOR JUNIOR" BLOWER FEED CUTTERS

### EVERY STOCK FARMER WANTS THIS MACHINE

The man with from 5 to 15 head can't do without it. Carries feed to all parts of barn; elevates up to 20 ft. Only 4 to 6 h.p. required, either engine, windmill or horse power. Cuts and elevates 1/2 to 3/4 ton per hour; 9-in. throat; Blower connection fits ordinary 6-in. stove pipe. One lever controls machine. Get prices and particulars NOW.

### THE WATSON LINE OF QUALITY GOODS:

- |                    |  |                       |
|--------------------|--|-----------------------|
| 1 1/2 H.P. Engines | Wood and Pole Saws                       | Farm and Bush Sleighs |
| Pulverizers        | Barrel Skids                             | Wheel Barrows         |
| Whiffletrees       | Boss Wood Harrows                        | Channel Steel Harrows |
| Root Pulpers       | Light Delivery Sleighs                   | Roller Crushers       |
| Bevel Jacks        | Boss Steel Harrows                       | Warehouse Trucks      |
| Push Carts         | Feed Cutters (seven styles)              | Grain Grinders        |
| Horse Powers       | Harrow Carts                             | Pump Jacks            |
|                    | Hand and Power Washing Machines          |                       |
|                    | "Viking" and "Standard" Cream Separators |                       |

We Carry Repairs for Moline Implements and Janesville Plows

ASK FOR  
PARTICULARS  
OF OUR  
LIBERAL  
AGENCY  
PROPOSITION

*John Watson Mfg. Co.*  
LIMITED

CHAMBERS AND HENRY STREETS, WINNIPEG



## The Dealer as a Preacher

No, we do not refer to theology, but to the gospel of better farming. Everything that the implement dealer can do to increase production and build better farming in his district leads directly to a greater prosperity in that particular community, and, incidentally, to the dealer himself.

There are many features connected with future farming operations which the dealer can talk over with his customer. General conversation in the store or territory can have a useful trend. At the commencement of a new year, the dealer can preach no better sermon to his customers than the advisability of their getting into live stock in a small way at least. With a plentiful supply of forage in the country, no better time could be chosen for the farmer making a start. Governmental assistance is offered him in this regard. Let us briefly look into a few of the features which will lead to increased soil fertility and greater cash returns to your customers. Think these over and do a little preaching when opportunity occurs.

**Feed.** No good straw should be wasted; it is more valuable than low grade hay and should be fed either cut and mixed with

other roughages or fed long once daily. The best grade of feed is in every way the cheapest.

**Horses.** The horse market steadily improves. Greater care, however, is needed in breeding, rearing and feeding a better class of horse. Horses that become thin from poor winter feeding are losing money. Over-feeding is equally bad. Plenty exercise is essential during winter and all good mares should be bred to meet future demands.

**Dairy Cattle.** The poorer the bull used the nearer the dairy farmer is to bankruptcy, and the better the bull the nearer prosperity. The best available pure-bred bull is the only profitable animal. He will pay for himself in one crop of calves. Farmers are losing millions of dollars annually by milking poor cows and rearing poor calves from them by worthless bulls. The cost of rearing and maintaining, in feeds, labor and interest on buildings and equipment is the same for a profit-making cow as for the cow losing from \$10 to \$30 annually. Preach steadily the gospel of the best stock.

**Beef Cattle.** A good beef-bred bull of the right type is the only sire which can raise the most pro-

fitable feeding steers. Good winter rations are essential. Lack of quality in the hay or insufficient succulent feeds, roots or ensilage, must be replaced by more and richer grain.

**Sheep.** Only the best breeding rams of good size and quality, showing a heavy, good quality fleece, and a strong back and leg, will produce the best feeding lambs and the most wool. The lambs should be separated from pregnant ewes during winter and fed grain as needed. Pregnant ewes should be fed well—grain being fed only to thin ewes.

**Swine.** Over-feeding of breeding and feeding stock is an enormous waste of money in swine production. This produces small

litters of weak, unthrifty pigs and a high mortality. Balanced rations are essential, as is plenty exercise. Poor boars should never be used. The pure bred pays in the swine industry. The pig which is not gaining rapidly is losing money for the farmer.

**Farm Buildings.** We want better barns and stables. Ill-ventilated, dark, uncomfortable and dirty stables mean loss of feed and poor animals. They also lead to the loss of millions through tuberculosis and contagious abortion. Better barns and better barn equipment are essential. We require warm, well ventilated comfortable buildings with the proper appliances for handling feed, litter and water.

## The Two Best Picklers on the Market—



### THE AUTOMATIC GRAIN PICKLER

A Big Opportunity for the Dealer

This is the only machine of its kind in use. Handles grain at the rate of 135 bushels per hour. Light in weight. Perfect in action. Fully guaranteed. Substantially built. Thoroughly soaks, turns over and treats the grain.

GET THE AGENCY FOR THESE MACHINES

### The Lincoln Smut Cleaner—a Perfect Pickling Machine

MADE IN TWO SIZES:

No. 3 machine handles 30-50 bushels per hour; No. 4 50-75 bushels. Sold on a positive guarantee to prevent smut.

This machine separates smut balls, wild oats, king heads, and all light seeds from wheat, also wild oats and all light seed from barley. Grain is thoroughly pickled, dried and elevated to wagon box. Automatic skimmer is an exclusive feature. Strong, heavy construction. Rustless solution tanks of large capacity.



Write for Prices and Full Particulars

**Cushman Motor Works of Canada, Ltd.**

Builders of light weight, high grade Gasoline Engines for all Farm Power Work  
Dept. E., Whyte Ave. and Vine St., Winnipeg



## INCREASE YOUR PROFITS THIS WINTER

You can do so with ease if you handle

**MAX**

## TANK HEATERS

Made of best quality heavy sheet steel with welded joints, making a one-piece body. Cast Top—Self-dumping Grate—Smoke Pipe with spark arrester.

Easy to Handle. Quick to Heat.  
Built to Last.

Put a sample on the floor, it will sell.

Write to-day for full particulars.

**Winnipeg Ceiling and Roofing Co., Limited**

Manufacturers of Sheet Metal Building Goods and Farm Specialties

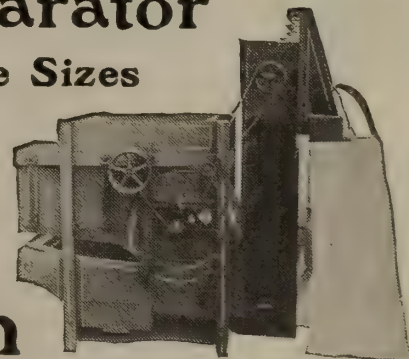
P.O. Box 3006 F.I. 8

Winnipeg, Man.

## The New Chatham Fanning Mill and Grain Separator

Made in Three Sizes

## The 1917 Chatham



Turns Easier Makes More Wind Cleans Better  
and retains the same sturdy construction that has made the Chatham famous

**"THEY LAST LONGER"**

WRITE FOR ILLUSTRATED CATALOGUE

**GRAY-CAMPBELL, LIMITED**

MOOSE JAW, SASK.



**Manure.** The more manure made this winter and the better it is handled the greater will be our 1917 crops. A soil enriched by manure is better able to withstand drought. To a certain extent, manure makes the farmer independent of the vagaries of climatic conditions. The wastage of manure is criminal—for the fluid portion is the most valuable for the soil. Good manure pits and good barn flooring are required to avoid this. Plenty absorbent litter should be used. If the supply of straw is limited, the farmer should have a straw cutter. This increases the absorptive capacity three-fold. During winter the manure should not be left loose in the yard to waste by drainage, leaching and excessive fermentation. If the manure cannot be spread on the frozen soil in small heaps, to be later distributed by the manure

spreader, it should be kept in a compact mass. If the manure is moist and air kept out by packing, fermentation is controlled and loss minimized.

**Seed Supply.** Seed for various forage crops should be thoroughly re-cleaned and tested for germination. Seed of alfalfa, clovers, grasses, turnips, carrots and corn should germinate between 80 and 100 per cent. The seed should be stored in such a way that it is dry and cool. The farmer who grows roots for his stock should have a few well selected roots stored away. These should be carefully picked over from time to time and decayed roots removed.

**Seed Grain.** If no special seed plots were grown, the farmer should see to his 1917 requirements by carefully recleaning the main crop harvested last autumn. No farmer can afford to grow weed seeds. The use of the fanning mill will furnish plump seed grain free from weeds. Steadily push the sale of this machine, and point out its value

to your customers. Special machines are sold to handle mixtures such as oats in wheat or barley in oats. Hand picking is a laborious job; point out to the customer that you can supply such machines. If the vitality of the seed is doubtful, a test should be made before the winter is far advanced. The farmer can test by placing about 200 seeds between layers of blotting paper or cloth and keeping them damp for a few days. After about six days sprouts should develop from seed of strong vitality. The farmer should change his seed only when he is sure he is getting seed superior to his old stock. In getting seed from other districts, he may import new and dangerous weeds. The seed from a rusted grain crop will show many shrivelled grains. These are of no use when sown; they will produce feeble plants, if any. The fanning mill should be used on seed from rusted crops so that all under-weight and light grains may be got rid of. If the farmer has had much rust, he should try

to secure seed from a crop with little or no rust. Early sowing, light, high land and a good start on well prepared soil gives the best chance to escape rust. There is absolutely no treatment for rust in grain, and the use of good seed cleaning machinery and the selection of proper plump seed was never more important than is the case for next year's crop. Talk fanning mills and grain cleaning to your customers, early and late. On a good seed supply depends our 1917 crop.

**Grain Smut.** Seed grain may have escaped rust, but it should be treated for smut. All grain should be treated for smut. Experts state that loose smut in wheat and barley is on the increase. There are many very efficient pickling machines on the market. Have one on your floor for your customers to examine. Smut eradication has a vital importance on the next crop.

**Weeds.** These are apparent on too many farms; too many summer fallows were green with all kinds of noxious weeds. Tell the customer that one year's seeding may mean seven years' weeding. Clean seed, handled by the best machines, must be sown.

**Potato Storage.** Ventilation and low temperature are the whole secret of successful root storage. Potatoes will be high in price. The farmer with a good root cellar will profit by this.

**Implement Conservation.** All implements should be properly housed. During winter these should be inspected and all worn parts adjusted or replaced. Impress upon the customer the necessity of getting repair parts now, so that he will have the machine read for spring. Last-minute repair orders are unsatisfactory for everyone. It takes time to get repairs these days. Ask the customer to size up his repair requirements early; it will be more satisfactory for both dealer and customer. The slack months are the months to get all repairs in place and all machines adjusted. Further, the paint pot and brush should be used. You get fewer kicks if you preach the gospel of repairedness and the proper painting and care of the machinery used. Handle a good line of paints and advertise the fact that painting pays.

Thousands of dealers might, with profit, take a leaf from the book of the mail order houses. Their business is big and steadily grows bigger because they are eternally after business. The average dealer who complains of slack business probably has a smooth, shiny place on the posterior exterior of his trousers.

## PETERS PUMPS

Gives More Water  
in Less Time with  
Less Energy

Made in many styles and sizes, they will meet all requirements of the Western Canadian farmer.

### PETERS' Double Cylinder Force Pump

is the last word in pump service. Unequaled in Design, Action and Durability. They are different from all other pumps in construction and finish, and have exclusive features that make sales easy to customers who want the BEST in pump value.

Dealers:  
Get Peters' Pump  
Proposition  
for 1917

Our line is absolutely up-to-date in every respect. Every pump we produce is given special attention. Peter's Pumps are perfectly assembled—they have no "come-back." Sell them and you make satisfied customers.

A POST CARD WILL BRING OUR LATEST CATALOG.

Manufactured by

*Peter's Pump Company, Newance, Ill.*

Exclusive Canadian Agents:

**Tudhope Anderson Co., Ltd.**

Winnipeg Regina Saskatoon Calgary

Write Nearest Branch House for Particulars.

## ATTENTION! HARDWARE MERCHANTS IMPLEMENT DEALERS AND PUMP MEN



WE are the largest Manufacturers of wood and iron pumps in Western Canada. We carry complete stocks at both Brandon and Calgary for immediate shipment. If you live in Alberta write Calgary; if you live in Manitoba or Saskatchewan write Brandon.

Write us for our new Catalog before you order, or send us a trial order and you will be convinced that you can buy cheaper from us than elsewhere.

**Manitoba Engines, Limited**  
Brandon, Man. and Calgary, Alta.



**GRAND  
TRUNK  
PACIFIC**

## DECEMBER EXCURSIONS

AND

### Tourist Car Service

Daily during December low round trip first class excursion fares to all points in Eastern Canada. Tickets good for three months. Liberal stop-overs. Also excursion fares to Central United States.

### Special Tourist Cars

to Winnipeg and through to Toronto and other destinations.

### ASK THE AGENT

Secure folder or write direct to

**W. J. QUINLAN**, District Passenger Agent, Winnipeg.



### The Traveling Man

Most of us have more or less busy lives, but when we criticize the ubiquitous traveling salesman we often do not give him his due. The traveling man leads a strenuous life. His work is physically and mentally exhausting. He has no stated hours of work, but must come and go at all hours, sleeping and eating when occasion offers. He must possess tact and diplomacy. He must be personally agreeable, whatever his private feelings may be. He must be a student of human nature, for salesmanship is a science.

Besides he must be a man of good character, because he must command the respect of those to whom he sells, or they will not buy. Of course, there are a few traveling men who are "poor specimens of moral qualities." That is also true of preachers, editors, doctors and lawyers, but we would not state it so as to cast a slur on these professions as such.

Traveling men to-day are of a much higher class than they ever were. The law of the survival of the fittest is working out through the conflict of trade.

The salesman who simply drops in, jots down your order and mails it in to his house is render-

ing you an unnecessary service. Your stenographer could do the same work at much less expense.

But the salesman who comes to you with live ideas, who has a knowledge of new and profitable lines, who can get you the goods you need, who in reality collaborates with you in keeping up a live stock of goods, is a useful adjunct to your business.

### Starting Success

Here's to the wise young business man who doesn't work on the foolish plan that he can do anything any one can without any need of learning!

Here's to the chap who wants to know the very best way to do things, so he can make business develop and grow and keep his capital turning!

Here's to the man who sees the need of having some good trade journal to read, something to give him a business lead when his own ideas run out!

Here's to the ambitious fellow who reads his paper and reads it through! He is the one, we say to you, whose success is never in doubt.

There's nothing in sight, as far as we see, to prevent you yourself from getting to be a greater success every day.

Just read this paper as much as you can and put into practice each profitable plan, and things will start coming your way.

### An Italian Motor Plow

Two Italian engineers have invented a new type of motor plow for use on small and medium farms. Handles are supplied as in a walking plow, while a motor is situated in front inside the frame. This motor drives a countershaft on the left hand handle; this countershaft in its turn, by means of a speed reducing gear and endless chain, moving the driving wheel. The latter is a sheet iron drum, equipped with spuds. The machine is thrown in and out of gear by a lever on the right hand plow handle. A similar spring on the left handle stops the progress of the machine and the plowing without stopping the engine running. When the proper position of plow beam is found the machine steers automatically. Two bottoms are pulled, the engine developing 4 h.p. The machine weighs 850 lbs. and costs about \$600.

### Lister Co. will Build Plant

R. A. Lister & Co., Winnipeg, manufacturers of the well-known Lister engines, electric lighting plants and milking machines, find that their steadily expanding business cannot be taken care of in their present premises in the Galt Building, Winnipeg. They have purchased a valuable site on Portage Avenue, Winnipeg, and will commence at once the erection of a \$50,000 brick building, 60x100 feet. This will be used as an office building, warehouse and assembly plant. The building will have two stories, for a start, but two more will be added later.

### Hart-Parr House Organ

We recently received a copy of the "Hart-Parr Field and Factory," a very nifty house organ published by the well-known tractor concern of Charles City, Iowa. Informative and breezy articles are a feature of this publication, which should be enjoyed by members of the organization and by Hart-Parr dealers.

Get busy and make 1917 the best year in your business.

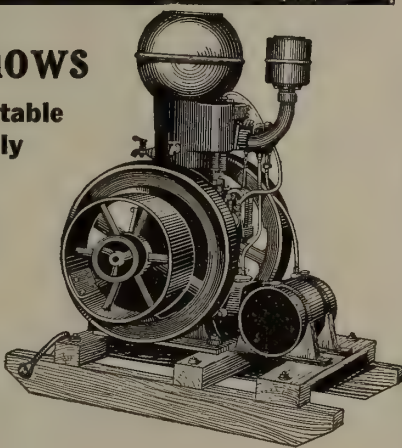
## Every Dealer Knows

That a Permanent and Profitable Business can be Built only on Quality Goods

## LISTER ENGINES

2, 3, 5, 7 and 9 H.P.

British built, and to the British standard of durability. The best materials and best workmanship. High tension ignition—no batteries. Automatic lubrication. Economical to run. Shipped complete with skids. Lister engines are what the farmer wants. Sell them next year.



## LISTER GRINDERS

We guarantee Lister Grinders to grind more feed on the same power than any grinder of the same size on the market. Great capacity, easy running, never clogs. Handle all feeds with equal success. Strong reversible plates with worm force feed. Equipped with bagger attachment when ordered. Sold with or without base. Get our prices on them.

Is there a Lister Agent in your Territory? If not, get our Proposition, NOW.

### OUR LINE INCLUDES:

Lister and "Canuck" Gasoline Engines, Grain Grinders, Electric Lighting Plants, Milking Machines, Cream Separators, Churns, Sawing Outfits, Silos, Combination Threshers, Pumps, Pump Jacks, Power Pumping Outfits, etc.



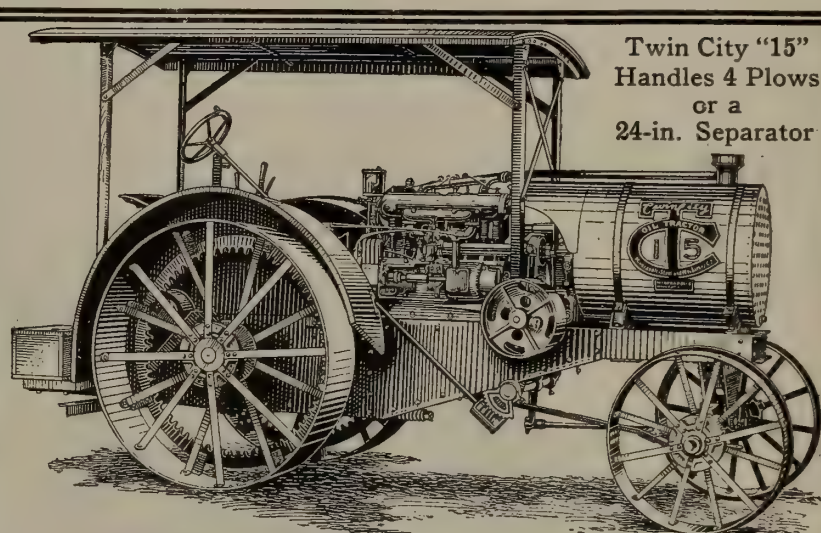
## R. A. LISTER & CO., LIMITED

WINNIPEG, MANITOBA

TORONTO, ONT.

QUEBEC, QUE.

ST. JOHN, N.B.



Twin City "15"  
Handles 4 Plows  
or a  
24-in. Separator

## TWIN CITY TRACTORS WILL PUT YOU IN RIGHT FOR THE 1917 TRACTOR BUSINESS



Built in  
Four  
Sizes:

Twin City "60"  
Twin City "40"  
Twin City "25"  
Twin City "15"

These Tractors are best by every test. Unsurpassed for all kinds of hauling and belt work. Four sizes—15 to 60 H.P. Why not represent a full line during 1917, with a machine to suit every size of Farm?

Find out now what these Tractors offer the man who sells them.

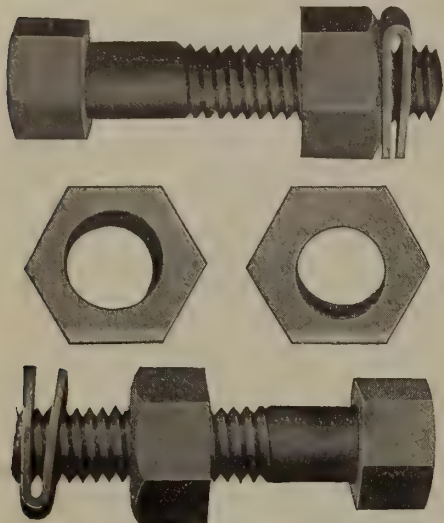
ALL SIZES BURN KEROSENE, DISTILLATE AND GASOLINE

Minneapolis Steel & Machinery Co. of Canada, Limited  
923 LOGAN AVENUE WEST WINNIPEG



### A New Nut Lock

Makers and users of farm machinery have a keen realization of the importance of a securely fastened bolt and nut. A new spring lock nut recently placed upon the market is claimed to make it impossible for the nut to drop off



The Nut Lock with and without tension, also top view of locks.

the bolt, while it holds the nut securely once the latter is screwed tight. The new nut consists of two hexagonal plates of thin steel, stamped out of one piece and a joint left in one of the six sides. Circular holes to fit the required size of bolt are punched in each plate, and the

plate is then bent over until the two holes are almost parallel — almost, not quite, as one hole will overlap the other hole by a mere fraction of an inch. The joining side acts as a hinge and, after being tempered, as a powerful spring.

When the lock is slipped on the bolt and both plates engage the thread of the screw, the holes in each of the plates are brought into line. The action of the bent spring which forms the plates exerts a great force, in opposite directions, upon the two sides of the spring plate. Tightened into place next to the nut, the plate, when pressure is put on, acts like a vise.

The principal claims for this invention would seem to be that locks of a certain bore will fit bolts of that size whatever their thread, while the locks can be very cheaply made. This new lock nut is marketed by a concern in Chicago.

### Seventy-two Pages of Good Cow Sense

We recently received a copy of the second edition of the De Laval Dairy Handbook, and it is filled with good, practical information and advice to cow owners from cover to cover.

The book evidences a great deal

of care in its preparation, and while the various phases of dairying are discussed by the best and highest authorities, the book is not technical but is written in plain, everyday language, so that even the children can grasp it.

The first article is by the late C. C. James, former agricultural commissioner, calling attention to the fact that success in agriculture lies largely in "getting above the average line." This is followed by the story of how an Ohio farmer, starting out with practically nothing, built up a fine dairy herd and achieved big success.

Professor Dean, of the Ontario Agricultural College, has a splendid article on "The Year-Round Feeding of Dairy Cows," E. S. Archibald, of the Central Experimental Farm at Ottawa, has an instructive chapter on "The Silo and Silage," and Chas. F. Whitley, of the Department of Agriculture, gives some good advice on "How to Build Up a Dairy Herd." Dean Vivian, of the Ohio College of Agriculture, also has contributed a splendid article, "The Farm that Won't Wear Out," showing that where cows are kept on the farm and the fertility returned to the soil, the land improves instead of deteriorates.

Some of the other interesting articles are: "Dairy Cattle Improvement Associations," by Fred W. Merrill; "Ventilation of Dairy Barns," "The Care of Milk and Cream on the Farm," by F. M. Logan; "The Care of Freshening Cows," by F. H. Scribner, well-known Wisconsin breeder; "Testing Dairy Cows," by Professor Benkendorf; "How to Judge a Dairy Cow," by Hugh Van Pelt; "Butter-making on the Farm," by S. E. Barnes; "Legumes for the Dairy," by Professor C. W. Burkett; and numerous tables and other information of practical value to every cow owner. In fact, the whole booklet is a collection of valuable dairy facts.

The De Laval Company, Ltd., 128 James St., Winnipeg, Man., Canada, advise that they will be glad to send this handbook free to any of our readers who write for it.

### The Implement Man

Wherever the wild rule of Nature  
Is yielding to reason's proud sway,  
The bright torch of civilization  
Advancing to brighten the way,  
There, well to the front, 'mid the heroes,  
Who are heading the pioneer clan,  
Awaiting the summons to action  
Is stationed the Implement Man.

Be it prairie or woodland or mountain  
That falls to man's lot to subdue,  
There courage and foresight are needed,  
Brave hearts that are earnest and true,  
And tools which will hasten the progress  
And banish despair from the van.  
'Tis then, as they feel their dependence,  
They turn to the Implement Man.

Do we wail at the high cost of living  
And wonder how we shall survive,  
Yet, fearing that death's not worth  
dying,  
We strive, with a vengeance, to live.  
Then, how shall we lessen the labor  
Of growing our grain? For a plan  
Reducing the high cost of living  
We turn to the Implement Man.

He solves it—there's naught that disturbs him;  
He knows not the meaning of "can't,"  
"I must" and "I will" are his watch-words  
And nothing his courage can daunt.  
Aggressive, progressive, persistent,  
An honor to all through life's span,  
The world should know well what it owes him,  
And bow to the Implement Man.

At last all his troubles are over;  
They lay him to rest 'neath the sod.  
With man his accounts now are balanced;  
His spirit returneth to God.  
St. Peter observes him approaching,  
Stops closely his features to scan,  
Then cheerily bids him to enter:  
"Come right in, you're an Implement Man."

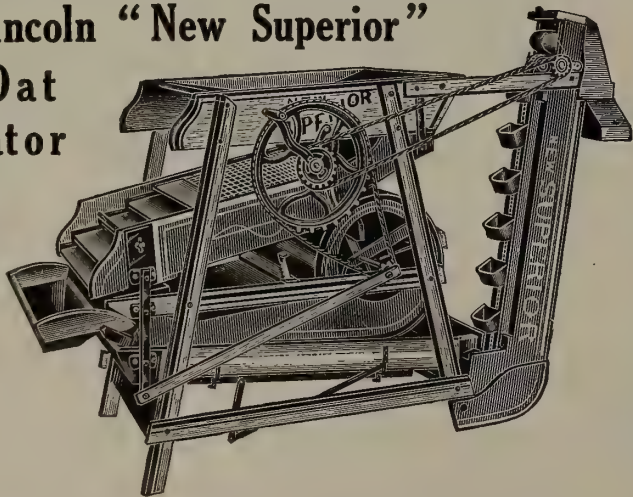
—Orlo L. Dobson.

## KING OF WILD OAT SEPARATORS

### The Lincoln "New Superior"

### Wild Oat Separator

With our patented open and blank space sieves, it positively separates every wild oat seed, causing them to lie flat, and not up on end.



### Patented Adjustable Wind Boards

are provided so that blast is always under control. Can blow out as much or as little as you like, making it a perfect oat cleaner and grader. The lower shoe is fitted with a cleaning rack that is adjustable, never touching the sieve, but just close enough to knock out any grain that gets stuck when going over the sieve. It is movable, working back and forth about two inches in opposite directions to the shoe. By this improvement the capacity is increased about 25 per cent.

### It is Strong, Well-built and Bolted—Not Nailed

Our machine is built to clean any kind of grain and do perfect work. What the "NEW SUPERIOR" cannot do, no other can do. Exceptionally easy to operate, it will appeal to your customers.

Made in Sizes 24, 32 and 42 inches wide, with or without bagger, and with power attachment for gasoline engine if desired.

WRITE FOR DEALER'S PROPOSITION AND FULL PARTICULARS.

## Cushman Motor Works of Canada, Limited

Builders of light weight, high grade Gasoline Engines for all Farm Power Work  
DEPT. E., WHYTE AVE. AND VINE ST. WINNIPEG, MAN.

### Subscribers'

### Information Service

Under this heading we will reply to enquiries from jobbers and dealers concerning the location of machine manufacturers, where repair parts may be obtained, etc. Endeavor always to give name of manufacturer. For immediate reply, enclose stamped, addressed envelope. Send enquiries to Information Dept., CANADIAN FARM IMPLEMENTS, Winnipeg.

## BRADSTREET'S

Established 1849 Capital and Surplus, \$1,500,000

Offices throughout the civilized world. Correspondence invited

### Executive Offices:

346 and 348 BROADWAY, NEW YORK CITY, U.S.A.

### OFFICES IN CANADA:

Halifax, N.S.; Montreal, Que.; St. John, N.B.; Hamilton, Ont.;  
Ottawa, Ont.; Toronto, Ont.; London, Ont.; Quebec, Que.;  
Calgary, Alta.; Edmonton, Alta.; Vancouver, B.C.

C. G. SCHAFFTER, Supt.

Commercial Travellers' Building, WINNIPEG, Man.

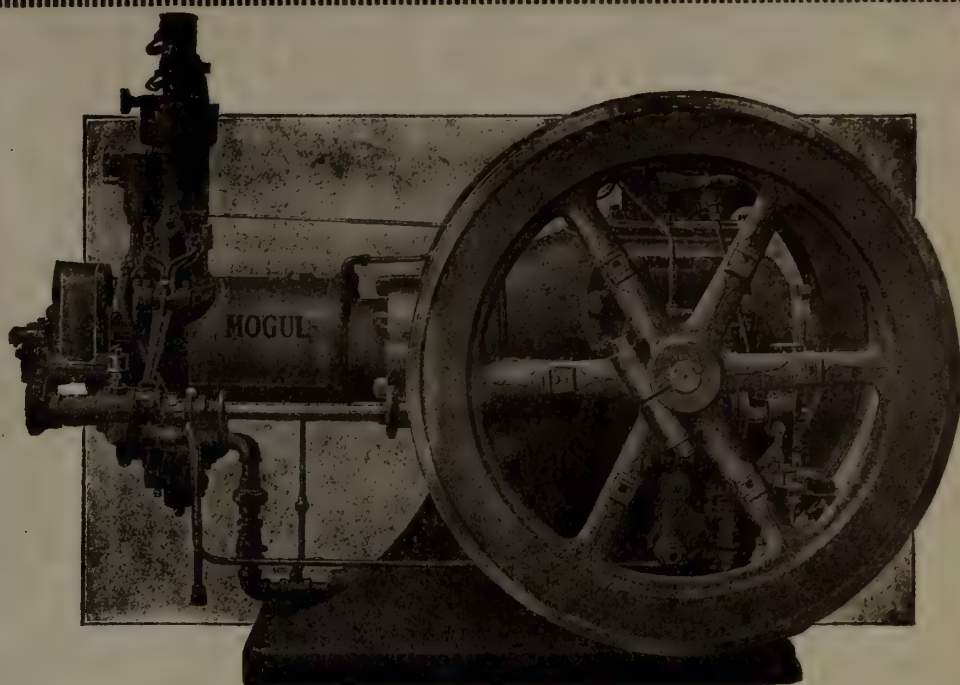


# MOGUL

## Power Cost

VS.

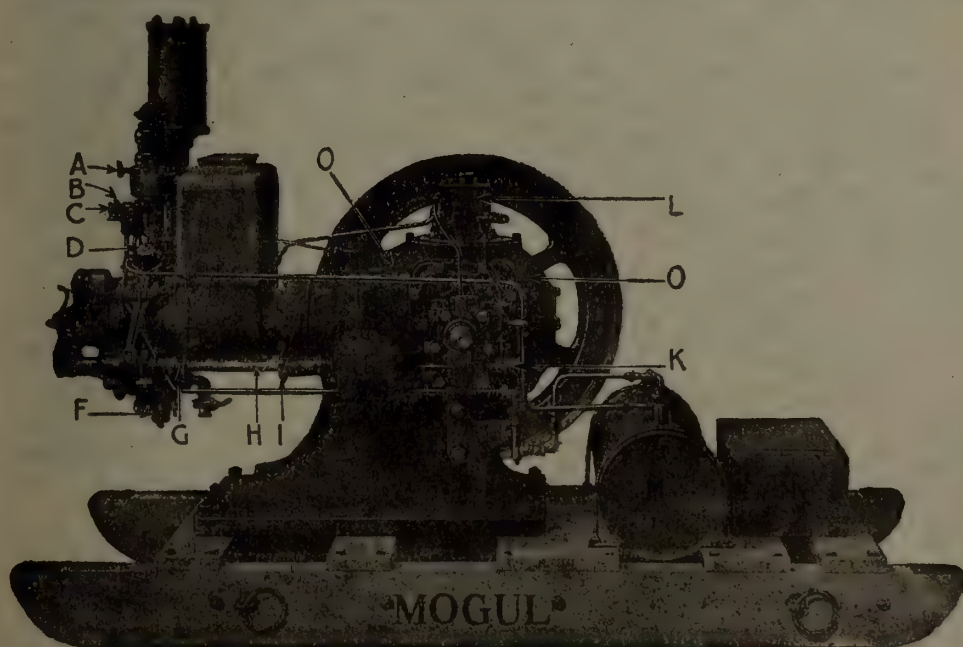
## First Cost



**P**OWER Cost versus First Cost—that is the principle back of the success and profit of the Mogul engine seller. The farmer who buys cheap power is much better off than the one who buys a cheap engine. The dealer who sells Mogul engines secures business success built on a foundation of **Good Will and Confidence**.

**Mogul dealers**—the best dealers in every community—are men who like to think of a prosperous trade ahead—two and three, five and ten years ahead. **Mogul engines** make steady customers out of purchasers because of their low power cost. They are the most economical engines on the market. They run on kerosene, the cheap fuel; they are famous for their even steady power under all loads; they are proving their amazing lasting quality, with low cost per year of service.

Mogul engines ensure you the lasting good will of more and more customers—and that means bigger business and better profit. Sell the Mogul. Get in touch with the nearest branch house.



### Mogul Hopper Cooled Skidded Engine, Flywheel Removed Showing Strong Mogul Points

- |                           |                            |
|---------------------------|----------------------------|
| A, Gasoline Valve         | I, Speed Changing Device   |
| B, Water Valve            | J, Governor                |
| C, Kerosene Valve         | K, Fuel Pump               |
| D, Intake Valve           | L, Mogul Mechanical Oilier |
| E, Magneto                | M, Fuel Tank               |
| F, Exhaust Valve          | N, Steel Tool Box          |
| G, Compression Relief Cam | O, Enclosed Crank Case     |
| H, Side Shaft             |                            |

**INTERNATIONAL HARVESTER COMPANY OF CANADA, LTD.**

#### BRANCH HOUSES

WEST: Brandon, Man.; Calgary, Alta.; Edmonton, Alta.; Estevan, Sask.; Lethbridge, Alta.; [N. Battleford, Sask.; Regina, Sask.; [Saskatoon, Sask.; Winnipeg, Man.; Yorkton, Sask.

EAST: Hamilton, Ont.; London, Ont.; Montreal, Que.; Ottawa, Ont.; Quebec, Que.; St. John, N.B.

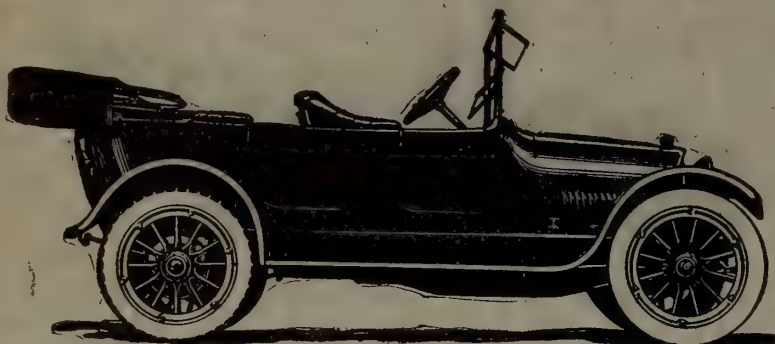


## The Motor-Wise Public Recognize the Superiority of these Cars

Progressive dealers seek association with our lines because of the permanency and stability of the organizations back of the cars. We do not know of any better cars for a dealer to handle from a moneymaking standpoint. With them the necessity of service is almost eliminated, while they inspire confidence in dealer and purchaser alike.

### GRAY-DORT REO PEERLESS

Some Good Territory not yet Allotted. Write at Once



REO 4-Cylinder, 5-Passenger Touring Car, \$1300, F.O.B. Winnipeg

Send us your Battery to be properly taken  
care of for the Winter

### Joseph Maw & Co., Limited

Factory Representatives

112-118 King Street Winnipeg, Man.

## BULL DOG FANNING MILLS

To our Customers and Friends we express the  
Season's Greetings. That Prosperity may be  
yours this coming year is our Hearty Wish.

To "Twin City" Dealers we express our sincere appreciation of the patronage and loyalty afforded us during the best year in our business. We assure you that during the season of 1917 our line of Seed Cleaning and Grading Machinery will be better than ever. "Bull Dog" goods lead—and always will! Old fashioned quality with the latest in fanning mill design is our motto.

Made in  
five sizes:  
24, 32, 40,  
48 and 64  
inch sieve  
widths.

Capacities:  
25 to 150  
bushels  
per hour.



Ask for  
our Sales  
Contract

The 40-inch Power Bull Dog, with Wagon Box Elevator.

Our Line for 1917 Offers the Best Proposition  
—for Dealers. Let us Tell you Why.—

Specialists in Grain Cleaning and Grading Machinery

### TWIN CITY SEPARATOR CO., LIMITED

Off Logan Ave. on Quelch Street Winnipeg, Man.

# YEAR-END RESOLUTIONS

### —OURS:—

To make only the best goods that can be made, and to handle only the best procurable; to do our utmost to make early and prompt deliveries, thus aiding in every way the retail implement dealer who is doing business in a business-like way.

### —YOURS:—

To handle the Tudhope-Anderson Line, assured that no other so fully guarantees satisfaction and service to your customers; to profit by placing your order at the earliest date, direct or through traveller. To push Tudhope-Anderson goods during 1917.

## THE TUDHOPE-ANDERSON LINE

Riding, and Walking Plows	Disc, Steel and Wood Harrows
Harrow Carts	Mowers
Pulverizers	Rakes
Stationary and Portable Gas Engines	Stackers
"Empire" Sleighs	Smut Cleaners
Grain Drills	"Winner" Fanning Mills
Manure Spreaders	Wagons
Cultivators	Trucks
	Lorries

WRITE FOR OUR 1917 AGENCY PROPOSITION

## TUDHOPE-ANDERSON CO., LIMITED

WINNIPEG

REGINA

SASKATOON

CALGARY







